



# WEST VALLEY CLEAN WATER PROGRAM

September 15, 2011

Mr. Bruce H. Wolfe  
Executive Officer  
San Francisco Bay Regional Water Quality Control Board  
1515 Clay Street, Suite 1400  
Oakland, CA 94612

Subject: FY2010-2011 Annual Report for the West Valley Communities:

- City of Campbell's Urban Runoff Management Program
- Town of Los Gatos' Urban Runoff Management Program
- City of Monte Sereno's Urban Runoff Management Program
- City of Saratoga's Urban Runoff Management Program

Dear Mr. Wolfe:

This Annual Report is submitted on behalf of the West Valley Communities of Campbell, Los Gatos, Monte Sereno, and Saratoga, in conjunction with the Santa Clara Valley Urban Runoff Pollution Prevention Program's Annual Report, pursuant to Permit Provision C.16.a of the Municipal Regional Stormwater NPDES Permit (MRP), Order R2-2009-0074, NPDES Permit No CAS612008 issued by the San Francisco Bay Regional Water Quality Control Board. The Annual Report provides documentation of activities conducted the year ending June 30, 2011 and consists of the following:

- A. Certification Statement
- B. Annual Report Form
  - Table of Contents
  - Completed Annual Report Form: Sections 1-15
- C. Appendices
  - Index of Attachments

Please contact me at (408) 354-4734 regarding any questions or concerns.

Very truly yours,

Kelly Carroll  
Urban Runoff Program Manager

cc: Adam Olivieri, SCVRUPPP Program Manager  
Jill Bicknell, SCVRUPPP  
Bill Helms, City of Campbell  
Todd Capurso, Town of Los Gatos  
Brian Loventhal, City of Monte Sereno  
John Cherbone, City of Saratoga

Campbell ♦ Los Gatos ♦ Montes Sereno ♦ Saratoga

18041 Saratoga-Los Gatos Road ♦ Monte Sereno, CA 95070 ♦ Tel (408) 345-4734 ♦ Fax (888) 545-6297

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



West Valley Community:

# City of Monte Sereno

## **Municipal Regional Stormwater NPDES Permit Annual Report FY2010-2011**



September 15, 2011

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





Councilmember: Marshall Anstandig  
Councilmember: Burton Craig  
Councilmember: Susan Garner  
Councilmember: Lana Malloy  
Councilmember: Curtis Rogers

## City of Monte Sereno

City Manager: Brian Loventhal  
City Clerk: Andrea Chelemengos  
Finance Officer: Sue L'Heureux  
Building Official: Howard T. Bell

### City of Monte Sereno FY2010-2011 ANNUAL REPORT

#### Certification Statement

"I certify, under penalty of law, that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to ensure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted, is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

***Signature by Duly Authorized Representative:***

Brian Loventhal  
City Manager

August 24, 2011

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



**FY2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**Table of Contents**

| <b>Section</b>   | <b>Page</b> |
|--|-------------|
| Section 1 – Permittee Information.....   | 1-1         |
| Section 2 – Provision C.2 Municipal Operations .....                                 | 2-1         |
| Section 3 – Provision C.3 New Development and Redevelopment .....                    | 3-1         |
| APPENDIX C3  |             |
| C3a Performance Standard Status ( <i>Appendix C3 i-iv</i> )                          |             |
| Section 4 – Provision C.4 Industrial and Commercial Site Controls .....              | 4-1         |
| Section 5 – Provision C.5 Illicit Discharge Detection and Elimination .....          | 5-1         |
| APPENDIX C5  |             |
| C5ciii Construction-Illegal Discharge-Industrial Contacts ( <i>Appendix 5 i-vi</i> ) |             |
| C5fiii(4) Summary of IDDE by Incident Type ( <i>Appendix C5 vii-viii</i> )           |             |
| Section 6 – Provision C.6 Construction Site Controls.....                            | 6-1         |
| Section 7 – Provision C.7 Public Information and Outreach .....                      | 7-1         |
| APPENDIX C7  |             |
| C7bc Local Advertising and Media Relations ( <i>Appendix C7 i-iv</i> )               |             |
| Section 8 – Provision C.8 Water Quality Monitoring.....                              | 8-1         |
| Section 9 – Provision C.9 Pesticides Toxicity Controls .....                         | 9-1         |
| APPENDIX C9  |             |
| C9a IPM Policy ( <i>Appendix C9 i – xxii</i> )                                       |             |
| Section 10 – Provision C.10 Trash Load Reduction.....                                | 10-1        |
| Section 11 – Provision C.11 Mercury Controls .....                                   | 11-1        |
| Section 12 – Provision C.12 PCBs Controls .....                                      | 12-1        |
| Section 13 – Provision C.13 Copper Controls.....                                     | 13-1        |
| Section 14 – Provision C.14 PBDE, Legacy Pesticides and Selenium Controls.....       | 14-1        |
| Section 15 – Provision C.15 Exempted and Conditionally Exempted Discharges .....     | 15-1        |

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





# **Section 1:**

# **Permittee Information**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 1 – Permittee Information

|  |   |                  |                                      |                |                              |
|--|---|------------------|--------------------------------------|----------------|------------------------------|
| <b>Background Information</b>  |   |                  |                                      |                |                              |
| <b>Permittee Name:</b>   | City of Monte Sereno                                      |                  |                                      |                |                              |
| <b>Population:</b>   | 3,666   |                  |                                      |                |                              |
| <b>NPDES Permit No.:</b>   | CAS612008   |                  |                                      |                |                              |
| <b>Order Number:</b>   | R2-2009-0074  |                  |                                      |                |                              |
| <b>Reporting Time Period (month/year):</b>   | July 1 2010 through June 30 2011                          |                  |                                      |                |                              |
| <b>Name of the Responsible Authority:</b>  | Brian Loventhal   |                  |                                      | <b>Title:</b>  | City Manager                 |
| <b>Mailing Address:</b>  | 18041 Saratoga-Los Gatos Road                             |                  |                                      |                |                              |
| <b>City:</b>   | Monte Sereno  | <b>Zip Code:</b> | 95030                                | <b>County:</b> | Santa Clara County           |
| <b>Telephone Number:</b><br>(408) 354-7635   |   |                  | <b>Fax Number:</b><br>(408) 395-7653 |                |                              |
| <b>E-mail Address:</b>   | bloventhal@montesereno.org                                |                  |                                      |                |                              |
| <b>Name of the Designated Stormwater Management Program Contact (if different from above):</b> | Kelly Carroll   |                  |                                      | <b>Title:</b>  | Urban Runoff Program Manager |
| <b>Department:</b>   | Urban Runoff, West Valley Communities Clean Water Program |                  |                                      |                |                              |
| <b>Mailing Address:</b>  | 18041 Saratoga Los Gatos Road                             |                  |                                      |                |                              |
| <b>City:</b>   | Monte Sereno  | <b>Zip Code:</b> | 95030                                | <b>County:</b> | Santa Clara County           |
| <b>Telephone Number: :</b> (408) 354-4734  |   |                  | <b>Fax Number: :</b> (888) 545-6297  |                |                              |
| <b>E-mail Address:</b>   | kcarroll@wvcwp.org  |                  |                                      |                |                              |

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 2:**

## **Provision C2**

# **Municipal Operations**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



## Section 2 - Provision C.2 Reporting Municipal Operations

### Program Highlights and Evaluation

Highlight/summarize activities for reporting year:

Summary:

On May 3, 2011 WVCWP hosted the annual "Street Maintenance Supervisors Stormdrain Training" for staff from West Valley Sanitation District, City of Campbell, Town of Los Gatos, City of Monte Sereno, and City of Saratoga. All agencies were represented at the training. Topics covered included: BMPS related to streets, bridges, stormdrains, Corp Yards, etc. Updates and reporting requirements related to the MRP were discussed. Speakers included WVCWP and WVSD staff, and a representative from the Trash Capture Devices vendor. Attendees participated in a field trip with the Trash Capture Device rep to understand details related to site location, measuring, and device cleaning. Evaluations showed that attendees felt the training was useful; topics cited included: MRP compliance, clean-up BMPs and demonstrations of the Trash Capture Device. An earlier field trip to City of Sunnyvale with the Trash Capture representative and Sunnyvale staff also helped staff of WV municipalities learn about details related to the new Trash Capture Device program, such as device site selection, measuring and maintenance.

Participation in BASMAA's Municipal Operations Committee was provided by SCVURPPP Staff on behalf of our agency [see SCVURPPP FY10-11 Annual Report for description of BASMAA Committee activities and work products]. Refer to the C.2 Municipal Operations section of the countywide Program's FY 10-11 Annual Report for a description of activities implemented at the countywide and/or regional level.

### C.2.a. ► Street and Road Repair and Maintenance

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and provide explanation in the comments section below:

|          |  |
|----------|--|
| <b>X</b> | Control of debris and waste materials during road and parking lot installation, repaving or repair maintenance activities from polluting stormwater                                    |
| <b>X</b> | Control of concrete slurry and wastewater, asphalt, pavement cutting, and other street and road maintenance materials and wastewater from discharging to storm drains from work sites. |
| <b>X</b> | Sweeping and/or vacuuming and other dry methods to remove debris, concrete, or sediment residues from work sites upon completion of work.  |

Comments:

**C.2.b. ► Sidewalk/Plaza Maintenance and Pavement Washing**

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:

|           |   |
|-----------|---|
| NA        | Control of wash water from pavement washing, mobile cleaning, pressure wash operations at parking lots, garages, trash areas, gas station fueling areas, and sidewalk and plaza cleaning activities from polluting stormwater |
| NA        | Implementation of the BASMAA Mobile Surface Cleaner Program BMPs  |
| Comments: |   |

**C.2.c. ► Bridge and Structure Maintenance and Graffiti Removal**

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:

|   |  |
|---|--|
| NA  | Control of discharges from bridge and structural maintenance activities directly over water or into storm drains   |
| NA  | Control of discharges from graffiti removal activities   |
| NA  | Proper disposal for wastes generated from bridge and structure maintenance and graffiti removal activities   |
| NA  | Implementation of the BASMAA Mobile Surface Cleaner Program BMPs for graffiti removal  |
| NA  | Employee training on proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities.              |
| NA  | Contract specifications requiring proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities. |
| Comments:<br>One bridge owned by the Agency, has not required any graffiti removal or structural maintenance. The bridge is at the crossing of Twin Creeks Road over San Thomas Aquino Creek. |  |



**C.2.d. ► Stormwater Pump Stations**

Does your municipality own stormwater pump stations: ☐ Yes ☒ No

If your answer is **No** then skip to **C.2.e.**

(For FY 10-11 Annual Report only) Complete the following table for dry weather DO monitoring and inspection data for pump stations<sup>1</sup> (add more rows for additional pump stations):

| Pump Station Name and Location | First inspection<br>Dry Weather DO Data |      | Second inspection<br>Dry Weather DO Data |      |
|--------------------------------|---|------|--|------|
|                                | Date                                    | mg/L | Date                                     | mg/L |
|                                |   |      |  |      |
|                                |   |      |  |      |
|                                |   |      |  |      |
|                                |   |      |  |      |

(For FY 10-11 Annual Report only) Summarize corrective actions as needed for DO monitoring at or below 3 mg/L. Attach inspection records of additional DO monitoring for corrective actions:

Summary:

Attachments:

(For FY 10-11 Annual Report only) Complete the following table for wet weather inspection data for pump stations (add more rows for additional pump stations):

| Pump Station Name and Location | Date<br>(2x/year<br>required) | Presence of<br>Trash<br>(Cubic Yards) | Presence of<br>Odor<br>(Yes or No) | Presence of<br>Color<br>(Yes or No) | Presence of<br>Turbidity<br>(Yes or No) | Presence of<br>Floating<br>Hydrocarbons<br>(Yes or No) |
|--------------------------------|-------------------------------|---------------------------------------|------------------------------------|-------------------------------------|---|--|
|                                |                               |                                       |                                    |                                     |   |  |
|                                |                               |                                       |                                    |                                     |   |  |
|                                |                               |                                       |                                    |                                     |   |  |
|                                |                               |                                       |                                    |                                     |   |  |
|                                |                               |                                       |                                    |                                     |   |  |
|                                |                               |                                       |                                    |                                     |   |  |

<sup>1</sup> Pump stations that pump stormwater into stormwater collection systems or infiltrate into a dry creek immediately downstream are exempt from DO monitoring.

| C.2.e. ► Rural Public Works Construction and Maintenance  |  |                          |     |                                     |    |
|---|--|--------------------------|-----|-------------------------------------|----|
| Does your municipality own/maintain rural <sup>2</sup> roads:   |  | <input type="checkbox"/> | Yes | <input checked="" type="checkbox"/> | No |
| If your answer is <b>No</b> then skip to <b>C.2.f.</b>  |  |                          |     |                                     |    |
| Place an <b>X</b> in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If one or more of the BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below: |  |                          |     |                                     |    |
| <input type="checkbox"/>  | Control of road-related erosion and sediment transport from road design, construction, maintenance, and repairs in rural areas   |                          |     |                                     |    |
| <input type="checkbox"/>  | Identification and prioritization of rural road maintenance based on soil erosion potential, slope steepness, and stream habitat resources                                     |                          |     |                                     |    |
| <input type="checkbox"/>  | No impact to creek functions including migratory fish passage during construction of roads and culverts  |                          |     |                                     |    |
| <input type="checkbox"/>  | Inspection of rural roads for structural integrity and prevention of impact on water quality   |                          |     |                                     |    |
| <input type="checkbox"/>  | Maintenance of rural roads adjacent to streams and riparian habitat to reduce erosion, replace damaging shotgun culverts and excessive erosion                                 |                          |     |                                     |    |
| <input type="checkbox"/>  | Re-grading of unpaved rural roads to slope outward where consistent with road engineering safety standards, and installation of water bars as appropriate                      |                          |     |                                     |    |
| <input type="checkbox"/>  | Inclusion of measures to reduce erosion, provide fish passage, and maintain natural stream geomorphology when replacing culverts or design of new culverts or bridge crossings |                          |     |                                     |    |
| Comments including listing increased maintenance in priority areas:   |  |                          |     |                                     |    |

<sup>2</sup> Rural means any watershed or portion thereof that is developed with large lot home-sites, such as one acre or larger, or with primarily agricultural, grazing or open space uses.

**C.2.f. ► Corporation Yard BMP Implementation**

Place an **X** in the boxes below that apply to your corporations yard(s):

|                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | We do not have a municipal corporation yard   |
| <input type="checkbox"/>            | Our corporation yard is a filed NOI facility and regulated by the California State Industrial Stormwater NPDES General Permit |
| <input type="checkbox"/>            | We certify that we have a current <b>Stormwater Pollution Prevention Plan (SWPPP)</b> for the Corporation Yard(s)             |

Place an **X** in the boxes below next to implemented SWPPP BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of the BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:

|                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Control of pollutant discharges to storm drains such as wash waters from cleaning vehicles and equipment  |
| <input type="checkbox"/> | Routine inspection prior to the rainy seasons of corporation yard(s) to ensure non-stormwater discharges have not entered the storm drain system  |
| <input type="checkbox"/> | Containment of all vehicle and equipment wash areas through plumbing to sanitary or another collection method   |
| <input type="checkbox"/> | Use of dry cleanup methods when cleaning debris and spills from corporation yard(s) or collection of all wash water and disposing of wash water to sanitary or other location where it does not impact surface or groundwater when wet cleanup methods are used |
| <input type="checkbox"/> | Cover and/or berm outdoor storage areas containing waste pollutants   |

Comments:

If you have a corporation yard(s) that is not an NOI facility , complete the following table for inspection results for your corporation yard(s) or attach a summary including the following information:

| Corporation Yard Name | Inspection Date<br>(1x/year required) | Inspection Findings/Results | Follow-up Actions |
|-----------------------|---------------------------------------|-----------------------------|-------------------|
|                       |                                       |                             |                   |

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 3:**

## **Provision C3**

### **New Development and Redevelopment**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



### Section 3 - Provision C.3 Reporting New Development and Redevelopment

#### C.3.a. ► New Development and Redevelopment Performance Standard Implementation Summary Report

(For FY 10-11 Annual Report only) Provide a brief summary of the methods of implementation of Provisions C.3.a.i.(1)-(8).

Summary:

**See Appendix C3: C3ai Performance Standard Status Summary**

#### C.3.b. ► Green Streets Status Report

(All projects to be completed by December 1, 2014)

On an annual basis (if applicable), report on the status of any pilot green street projects within your jurisdiction. For each completed project, report the capital costs, operation and maintenance costs, legal and procedural arrangements in place to address operation and maintenance and its associated costs, and the sustainable landscape measures incorporated in the project including, if relevant, the score from the Bay-Friendly Landscape Scorecard.

Summary:

Refer to the C.3 New Development and Redevelopment section of the countywide program's FY 10-11 Annual Report for a description of activities conducted at the countywide or regional level.

Monte Sereno has no pilot green street project within its jurisdiction. Surface water from several streets flows onto pervious shoulder areas. This requires no significant maintenance or evaluation.

##### **WV Status update on potential Green Street Project in Santa Clara Valley: Hacienda Avenue, Campbell**

*Project Description:* Hacienda Avenue is a residential collector street that provides an important east/west link for residents of Campbell and San Jose to the Santa Clara County Los Gatos Creek Park and Trail, as well as other points to the north and south. Currently the roadway is a wide expanse of pavement, which creates a physical separation between the neighborhoods to the south and north. The predominant paved asphalt roadway width is approximately 70'. The proposed "Green Streets" project intends to significantly reduce the roadway width by reclaiming and transforming approximately 25% of the existing roadway surface into public green space, running the length of Hacienda Avenue.

##### *Green Street Features*

- Linear parkways options that will increase the amount of open space and provide connections to existing open spaces.
- Non-pervious asphalt concrete surfaces will be replaced with pervious material such as permeable paving, landscaped areas, and bioretention areas.
- The project will include landscaped bioretention areas with non-turf, non-invasive and low maintenance drought tolerant plant materials.
- Rain runoff collected on non-pervious surfaces will be directed to the landscaped areas and bioretention areas, rather than directly to the storm drains.

- Street trees will be planted, where appropriate, to provide shading over new paved surfaces.
- Bicycle lanes and sidewalks will be built to provide an attractive pedestrian and bicycle route.

*Current Status:* Total project cost is \$4.5 million. The City has approved funding of approximately \$1.5 million for this project. Additional funds are being sought through grant applications (three applications have been submitted over the past 2 years). The IRWMP grant proposal submitted by SFEP during FY10-11 included a request of \$2.5 million for this project and was recently recommended for approval; final approval is pending.

**C.3.b.v.(1) ► Regulated Projects Reporting Table**

Fill in attached table **C.3.b.v.(1)** or attach your own table including the same information.

No regulated projects approved during reporting year.

**C.3.c. Low Impact Development Reporting**

Refer to SCVURPPP annual report and/or BASMAA summary report which describes the submittals made during FY 10-11.

**C.3.h.iv. ► Installed Stormwater Treatment Systems Operation and Maintenance Verification Inspection Program Reporting**

**(1)** Fill in attached table **C.3.h.iv.(1)** or attach your own table including the same information.

No stormwater treatment systems are installed or were newly installed during reporting year.

**(2)** On an annual basis, provide a discussion of the inspection findings for the year and any common problems encountered with various types of treatment systems and/or HM controls. This discussion should include a general comparison to the inspection findings from the previous year.

Summary:

No inspections occurred during FY 10-11 because there are no Regulated Projects within our jurisdiction and because no stormwater treatment or HM controls have been built within our jurisdiction.

**(3)** On an annual basis, provide a discussion of the effectiveness of the O&M Program and any proposed changes to improve the O&M Program (e.g., changes in prioritization plan or frequency of O&M inspections, other changes to improve effectiveness program).

Summary:

NA



# **APPENDIX C3**

## **New Development and Redevelopment**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**C3a-i Performance Standard Status Summary**

**C.3.a. ► New Development and Redevelopment Performance  
Standard Implementation Summary Report**

Provide a brief summary of the methods of implementation of Provisions C.3.a.i.(1)-(8).

| TASK                   |                                | SUMMARY of Methods and Implementation  | Document Reference   |
|------------------------|--------------------------------|--|--|
| <b>C.3.a.i<br/>(1)</b> | Adequate<br>Legal<br>Authority | <p>The City of Monte Sereno has legal authority to implement new development control measures through Ordinance NS-141, which added Chapter 8.04, <i>Storm Water Management and Discharge Control Regulations</i>, to Title 8 of the Monte Sereno Municipal Code (adopted 1-7-04). Standard Conditions of Approval also address new development control measures.</p> <p>Further authority is found in the City's General Plan (adopted 3-20-10). Runoff-related issues and water conservation are addressed in chapters 3 - <i>Land Use</i>; 6 - <i>Open Space &amp; Conservation Element</i> (6.3 and Goal OSC-6 refer directly to stormwater/runoff issues); 8 - <i>Health &amp; Safety Element</i> (addresses erosion).</p> <p>Newer LID requirements have little impact on the City's development, due to the residential character of the City, and the tendency for development to be exclusively Single Family Dwellings.</p> <p>Monte Sereno is a community of low-density residential neighborhoods. Within these neighborhoods, the density of development ranges from one dwelling unit per acre to five dwelling units per acre. Residential neighborhoods feature detached single-family homes with some homes having either detached or attached second dwelling units ("guest/in-law" units).</p> <p>Monte Sereno does not feature any commercial or industrial land uses. The non-single family dwelling properties in Monte Sereno consist of:</p> <p>one public school, one church, one municipal facility, several privately-held open space properties.</p> <p>In addition, the General Plan notes that the City is almost built-out, with little vacant land available for building; much of the existing vacant land is not suitable for building, mainly due to geotechnical aspects.</p> <p>Legal authority for the City of Monte Sereno is outlined in detail in the URMP Planning Procedures Performance Standard. In reference to the MRP, the SOPs were reviewed and updated; terminology was updated to reflect the MRP. The General Plan was updated and approved in 2009, with Final approval in 2010.</p> | <p>The City's Municipal Code may be viewed electronically at:<br/> <a href="http://library.municode.com/index.aspx?clientId=16498&amp;stateId=5&amp;stateName=California">http://library.municode.com/index.aspx?clientId=16498&amp;stateId=5&amp;stateName=California</a></p> <p>Summary Table of Legal Authority References</p> <p>Monte Sereno Urban Runoff Management Plan (URMP):<br/> Planning Procedures Performance Standard</p> |

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

|                               |  |   |  |
|-------------------------------|--|---|--|
| <p><b>C.3.a.i<br/>(2)</b></p> | <p>Adequate Review &amp; Permitting Procedures</p> | <p>The City of Monte Sereno requires that all Regulated Projects meet the C.3 Permit requirements through its NPDES Stormwater Compliance Policy and augmented development Conditions of Approval. Conditions of Approval are being updated based upon the revisions to the SCVURPPP C3 Handbook, which is currently being reviewed by the task group.</p> <p>Review and Permitting Procedures for the City of Monte Sereno are outlined in the URMP Planning Procedures Performance Standard.</p> <p>The City's Standard Operating Procedures (SOPs) section of the Development Process Performance Standard, and supporting documents, has been updated to align with newer MRP requirements, including non-stormwater waste discharges containing copper (architectural features and pools).</p> <p>The City's development application packet includes a Notice to Contractors and Developers regarding Regulated Projects requirements. There is also a standard Condition of Approval used for Regulated Projects informing developers of the C.3 requirements.</p> <p>The City uses a standard Condition of Approval to notify developers and contractors that projects disturbing an acre or more must be covered under the State NPDES General Permit for Storm Water Discharges Associated with Construction Activity.</p> <p>Monte Sereno Municipal Code, Chapter 9.04, Grading, regulates grading and erosion control (see Section 2 of the Performance Standard, Legal Authority, for more information on this ordinance). Erosion control plans may be required in conjunction with grading permits.</p> <p>Each owner of a Regulated in Monte Sereno is required to enter into a recorded covenant with the City for on-going operation and maintenance of all permanent on-site BMPs. This obligation runs with the land and is binding on all future owners of a Regulated Projects property. The City uses a standard condition of approval to notify developers of this requirement.</p> <p>The City's procedure is to track the location, ownership, and inspection status of permanent BMPs at Regulated properties by collecting an NPDES Permit Provision C.3 Data Form for each of these properties. The City Public Works staff enters the sites and its information into a BMP O&amp;M Inspection database.</p> <p>Once the project is completed, the City's Building or Public Works Inspector, depending on the type of BMPs, will inspect the BMPs at each Regulated Projects site annually. Any enforcement issue would be referred to the Monte Sereno Code Enforcement Officer for further action.</p> <p>Most capital improvement projects in the City are managed by Public Works Department. The department oversees effective design, implementation and maintenance of construction period BMP's.</p> | <p><u>Review/Permitting Procedures include:</u></p> <ul style="list-style-type: none"> <li>• "NPDES Stormwater Compliance Policy"</li> <li>• C.3 Application Form</li> <li>• CEQA Checklist w/ stormwater/ urban runoff guidelines</li> <li>• CoAs</li> <li>• 303(d) – pre vs post runoff comparison</li> <li>• development plan review and approval procedures</li> <li>• "Blueprint" plan sheet/ BMP tri-folds</li> <li>• Grading/ Erosion Control Plan w/ post construction BMPs</li> </ul> <p>Urban Runoff Management Plan (URMP): Planning Procedures Performance Standard</p> <p>SCVURPPP "Model Conditions of Approval for Stormwater Quality" from C.3 Stormwater Handbook</p> |
|-------------------------------|--|---|--|

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

|                        |  |   |   |
|------------------------|--|---|---|
|                        |  | The staff have received SCVURPPP C.3 compliance training.   |   |
| <b>C.3.a.i<br/>(3)</b> | Require applicable Mitigation Measures during CEQA Review                                    | Initially, each development permit applicant prepares a CEQA Initial Study checklist for the specific project. Staff may request additional information from the project applicant if needed for the Initial Study Checklist. City staff seeks SCVURPPP Guidance if needed for its CEQA Review and consideration of potential urban runoff impacts and their mitigation measures. The List/ guidance are being updated based upon the revisions to the SCVURPPP C3 Handbook, which is currently being reviewed by the task group.   |   |
| <b>C.3.a.i<br/>(4)</b> | Staff Training   | <p>City staff involved with C.3 compliance attend SCVURPPP workshops. Occasionally, the WVCWP provides training on a variety of topics, which in the past have included guidance on permanent BMP selection. Training has been consistent and is ongoing.</p> <p>City of Monte Sereno Public Works staff attended the June 2, 2011 SCVURPPP-sponsored C.3 all-day training "Implementing Low Impact Development Requirements for New Development and Redevelopment Projects".</p>   |   |
| <b>C.3.a.i<br/>(5)</b> | Outreach to:<br>1) Muni Staff<br>2) Developers/ Contractors/ Site Operators<br>3) Homeowners | <p>- City staff receive information through staff meetings and trainings, as newer literature becomes available (ie 'Soak It Up' flyer) and as new material is distributed by SCVURPPP/ WVCWP</p> <p>- developers receive information with application packets, as handouts per topic, with permits</p> <p>The City staff provides two separate handouts to developers/contractors: "Regulated Projects" and "General Construction Permit".</p> <p>- Homeowners receive information on topics as applicable, via permit handouts, newsletters and flyers. Extensive stormwater-related literature is made available at the City Hall Public Counter.</p> <p>WVCWP posts timely information on the wall of the Monte Sereno Post Office (rotated monthly).</p> | <ul style="list-style-type: none"> <li>• Notice for Construction NOI Filing</li> <li>• 2 – Notice for Construction NOI/ Notice to Project Applicants</li> <li>• SCVURPPP 2010 Builders Outreach Piece</li> <li>• Wet Season Reminder</li> <li>• HM Fact Sheet July 2010</li> <li>• Road Projects Fact Sheet Feb 2010</li> <li>• "Soak it Up" brochure</li> <li>• "Draining Pools &amp; Spas" brochure</li> <li>• WVCWP "Copper" Outreach piece</li> <li>• "Top Ten Development Tips to</li> </ul> |

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

|                    |  |  |  |
|--------------------|--|--|--|
|                    |  |  | Protect Creeks" (SCVURPPP & WMI)<br><ul style="list-style-type: none"> <li>• C.3 Form</li> </ul>   |
| <b>C.3.a.i (6)</b> | Non-regulated Projects:<br>Encourage LID Site Design | Monte Sereno Municipal Code, Chapter 8.04, Stormwater Pollution Control, requires adherence to the City's Municipal NPDES Stormwater Permit. In addition, Chapter 10.08.050 of "Planning & Zoning", Section B, addresses issues such as use of native vegetation, on site drainage retention/detention and erosion control.  | <ul style="list-style-type: none"> <li>• "Start At The Source"</li> <li>• "Using Site Design Techniques"</li> <li>• "Top 10 Development Tips"</li> <li>• C3 Handbook</li> <li>• "Soak It Up"</li> <li>• "Native Plants"</li> </ul>   |
| <b>C.3.a.i (7)</b> | Non-regulated Projects:<br>Encourage Source Control  | All projects subject to City of Monte Sereno development plan review and approval procedures are encouraged to incorporate appropriate source control and site design measures to minimize stormwater pollutant discharges to the public drains and creeks. The City of Monte Sereno is basically all-residential; refer to C.3.a.i.7 (above) for details.   | <ul style="list-style-type: none"> <li>• "Start At The Source"</li> <li>• "Using Site Design Techniques"</li> <li>• "Top 10 Development Tips"</li> <li>• "Soak It Up"</li> <li>• "Native Plants"</li> <li>• "Draining Pools &amp; Spas"</li> <li>• WVCWP "Copper" Tri-fold</li> <li>• C3 Handbook</li> </ul> |
| <b>C.3.a.i (8)</b> | Revise General Plan                                  | <p>During FY 09-10 the City completed months updates to the City's General Plan. The City dedicated significant staff resources to include language in the General Plan that clarifies goals and guidance to attain water quality benefits as part of the development project approval process.</p> <p>Monte Sereno's Final General Plan was approved on March 20, 2010.</p> <p>The City's General Plan include goals and procedures to attain water quality benefits as part of the development project approval process. These goals have always been valued the City and its residents.</p> | <p>Monte Sereno General Plan may be viewed online at:</p> <p><a href="http://www.montesereno.org/documents/planning/Final%20General%20Plan%20032010.pdf">http://www.montesereno.org/documents/planning/Final%20General%20Plan%20032010.pdf</a></p>   |

# **Section 4: Provision C4 Industrial and Commercial Site Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





Section 4 – Provision C.4 Industrial and Commercial Site Controls

**Program Highlights**

Provide background information, highlights, trends, etc.

**MONTE SERENO DOES NOT HAVE ANY COMMERCIAL OR INDUSTRIAL SITES**

**C.4.b.i. ► Business Inspection Plan**

Do you have a Business Inspection Plan?

☐ Yes ☐ No

If No, explain:

**C.4.b.iii.(1) ► Potential Facilities List**

List below or attach your list of industrial and commercial facilities in your Inspection Plan to inspect that could reasonably be considered to cause or contribute to pollution of stormwater runoff.

**C.4.b.iii.(2) ► Facilities Scheduled for Inspection**

List below or attach your list of facilities scheduled for inspection during the current fiscal year.

**C.4.c.iii.(1) ► Facility Inspections**

Fill out the following table or attach a summary of the following information. Indicate your violation reporting methodology below.

☐ Permittee reports multiple discrete violations on a site as one violation.

☐ Permittee reports the total number of discrete violations on each site.

|  | Number | Percent |
|--|--------|---------|
| Number of businesses inspected                   |        |         |
| Total number of inspections conducted            |        |         |
| Number of violations (excluding verbal warnings) |        |         |

|   |  |  |
|---|--|--|
| Sites inspected in violation  |  |  |
| Violations resolved within 10 working days or otherwise deemed resolved in a longer but still timely manner |  |  |
| Comments:   |  |  |

**C.4.c.iii.(2) ► Frequency and Types/Categories of Violations Observed**

Fill out the following table or attach a summary of the following information.

| Type/Category of Violations Observed                        | Number of Violations |
|---|----------------------|
| Actual discharge (e.g. non-stormwater discharge)            |                      |
| Potential discharge (e.g. BMPs not in place or ineffective) |                      |
| Comments:   |                      |

**C.4.c.iii.(2) ► Frequency and Type of Enforcement Conducted**

Fill out the following table or attach a summary of the following information.

The Enforcement levels changed from FY0910 to be more consistent with the county wide program. The levels have changed, but the enforcement actions remain the same.

|              | Enforcement Action<br>(as listed in ERP) <sup>37</sup> | Number of Enforcement<br>Actions Taken | % of Enforcement<br>Actions Taken <sup>38</sup> |
|--------------|--|--|---|
| Level 1      |  |  |   |
| Level 2      |  |  |   |
| Level 3      |  |  |   |
| Level 4      |  |  |   |
| <b>Total</b> |  |  |   |

**C.4.c.iii.(3) ► Types of Violations Noted by Business Category**

Fill out the following table or attach a summary of the following information.

| Business Category <sup>39</sup> | Actual Discharge Violations | Potential Discharge Violations |
|---------------------------------|-----------------------------|--------------------------------|
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |
|                                 |                             |                                |

**C.4.c.iii.(4) ► Non-Filers**

List below or attach a list of the facilities required to have coverage under the Industrial General Permit but have not filed for coverage:

|  |
|--|
|  |
|--|

<sup>37</sup>Agencies to list specific enforcement actions as defined in their ERPs.

<sup>38</sup>Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

<sup>39</sup> List your Program's standard business categories.

**C.4.d.iii ► Staff Training Summary**

| Training Name | Training Dates | Topics Covered | No. of Inspectors in Attendance | Percent of Inspectors in Attendance |
|---------------|----------------|----------------|---------------------------------|-------------------------------------|
|               |                |                |                                 |                                     |
|               |                |                |                                 |                                     |
|               |                |                |                                 |                                     |

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 5: Provision C5 Illicit Discharge Detection and Elimination**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



**Section 5 – Provision C.5 Illicit Discharge Detection and Elimination**

**Program Highlights**

Provide background information, highlights, trends, etc.

Continued to implement a collection system screening program and respond to reports of illegal discharges. Participation in SCVURPPP's IND/IDDE AD Hoc Task Group (AHTG) was provided by West Valley Clean Water Program (WVCWP) staff on behalf of our agency, and includes AHTG member discussions and review of AHTG work products. SCVURPPP staff provided participation in the BASMAA Municipal Operations Committee. Refer to the C5 Illicit Discharge Detection and Elimination section of SCVURPPP's FY10-11 Annual Report for description of activities at the countywide and regional levels.

**C.5.c.iii ► Complaint and Spill Response Phone Number and Spill Contact List**

List below or attach your complaint and spill response phone number and spill contact list.

**See APPENDIX C5: C5ciii Construction-Illegal Discharge-Industrial Contacts**

| Contact | Description | Phone Number |
|---------|-------------|--------------|
|         |             |              |
|         |             |              |

**C.5.d.iii ► Evaluation of Mobile Business Program**

Describe implementation of minimum standards and BMPs for mobile businesses and your enforcement strategy. This may include participation in the BASMAA Mobile Surface Cleaners regional program or local activities.

Description:

Response to complaints/observations of illicit discharges by WVCWP, who utilize BASMAA Mobile Surface Cleaners Program material to educate and escalate enforcement, as necessary. Municipal Staff and contractors are directed to utilize the same Mobile Surface Cleaner BMPs. In efforts to educate local communities, press releases were written by WVCWP to discuss mobile carpet cleaning and painting BMPs and were published in some municipal newsletters and on municipal websites. For details, see APENDIX C7: C7bc Local Advertising and Media Relations". See also SCVURPPP's FY1011 Annual Report, Section C5 Illicit Discharge Detection and Elimination, for a description of efforts by IND/IDDE AHTG and the BASMAA Municipal Operations Committee to address mobile businesses.

**C.5.e.iii ► Evaluation of Collection System Screening Program**

Provide a summary or attach a summary of your collection screening program, a summary of problems found during collection system screening and any changes to the screening program this FY.

Description:

Continued contract services for inspection and cleaning of at least 50% of the city's storm drain system during the year ending June 30, 2011. Also continued to have contractor provide feedback on damaged or missing "Flows to Bay" storm drain markings for restoration by the street maintenance crews. Contractor staff and municipal crews attended two field trainings on full capture device installation and maintenance, in preparation for pending installation of devices locally.

See also SCVURPPP's FY1011 Annual Report, Section C5 Illicit Discharge Detection and Elimination, for a description of the IND/IDDE AHTG activities, including development of collection system screening program guidance

**C.5.f.iii.(1), (2), (3) ► Spill and Discharge Complaint Tracking**

Spill and Discharge Complaint Tracking (fill out the following table or include an attachment of the following information)

|  | Number | Percentage |
|--|--------|------------|
| Discharges reported (C.5.f.iii.(1))                                      | 9      |            |
| Discharges reaching storm drains and/or receiving waters (C.5.f.iii.(2)) | 2      | 22%        |
| Discharges resolved in a timely manner (C.5.f.iii.(3))                   | 9      | 100%       |

Comments:

Response to complaints is handled by WVCWP, along with other WV agencies. Complaints are logged and typically (for non-hazardous, non emergency situation) reviewed in the field within one business day. If the complaint indicates that a discharge is occurring in the moment, and is non-hazardous, then response to field is as soon as possible. For reporting purposes, all calls/ complaints are counted as 'reported discharges' and every report is followed up to the status 'resolved' and is counted, either as 'resolved in a timely manner' or tracked and reported as 'needing longer than 10days' until resolved. Resolution may be in the form of 'no discharge or incident found.' In cases where a responsible party or discharge cannot be substantiated, but education of the surrounding area regarding the alleged incident, the area will be canvassed with appropriate / relevant outreach materials (door hangers, brochures, etc). Resolution may also be in the form of 'discharged stopped before reaching storm drain' in which case clean-up is required and educational materials (or other action, as necessary) is provided to the offender (as appropriate to the situation).



**C.5.f.iii.(4) ► Summary of major types of discharges and complaints**

Provide a narrative or attach a table and/or graph.

**See APPENDIX C5: C.5.f.iii(4) Summary of IDDE by incident Type.**

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **APPENDIX C5**

## **Illicit Discharge Detection and Elimination**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



## C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2011

| Agency                 | Construction Inspection   | Illegal Discharge   | Industrial Inspection   |
|------------------------|---|---|---|
| <b>Campbell</b>        | <p><b>Alan Hom</b><br/>408-866-2168<br/><a href="mailto:alanh@ci.campbell.ca.us">alanh@ci.campbell.ca.us</a></p> <p><b>Bill Helms</b><br/>408-866-2153 (direct)<br/>408-866-2150 (Joy @ PW)<br/><a href="mailto:billh@cityofcampbell.com">billh@cityofcampbell.com</a></p> <p><b>Susan Morgado-Gray</b><br/>408-866-2760<br/><a href="mailto:Susang@cityofcampbell.com">Susang@cityofcampbell.com</a></p> | <p><b>Akrista Aslin</b><br/>West Valley Clean Water Program<br/>408-354-5386 office<br/>408-828-4658 cell<br/><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a></p> <p><b>Bill Helms</b><br/>408-866-2153 (direct)<br/>408-866-2150 (Joy @ PW)<br/><a href="mailto:billh@cityofcampbell.com">billh@cityofcampbell.com</a></p> <p><b>Susan Morgado-Gray</b><br/>408-866-2760<br/><a href="mailto:Susang@cityofcampbell.com">Susang@cityofcampbell.com</a></p> | <p><b>Akrista Aslin</b><br/>West Valley Clean Water Program<br/>408-354-5386 office<br/>408-828-4658 cell<br/><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a></p> <p><b>Lorenzo Perez</b><br/>SCC FD, Haz Mat<br/>408-378-4010<br/><a href="mailto:lorenzo.perez@cnt.sccgov.org">lorenzo.perez@cnt.sccgov.org</a></p> <p><b>Michael Cervantes</b><br/>Food Facilities – West Valley<br/>408-918-3455 (918-3400 hotline)<br/><a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a></p> |
| <b>Cupertino</b>       | <p><b>Kevin Rieden</b><br/>408-777-3104<br/><a href="mailto:kevinr@cupertino.org">kevinr@cupertino.org</a></p> <p><b>Cheri Donnelly</b><br/>408-777-3242<br/><a href="mailto:cherid@cupertino.org">cherid@cupertino.org</a></p>   | <p><b>Manuel Barragan</b><br/>408-472-9907</p> <p><b>Cheri Donnelly</b><br/>408-777-3242<br/><a href="mailto:cherid@cupertino.org">cherid@cupertino.org</a></p>   | <p><b>Larry Squarcia</b><br/>408-777-3228<br/><a href="mailto:larrys@cupertino.org">larrys@cupertino.org</a></p> <p><b>Cheri Donnelly</b><br/>408-777-3242<br/><a href="mailto:cherid@cupertino.org">cherid@cupertino.org</a></p>   |
| <b>Los Altos Hills</b> | <p><b>John Chau</b><br/>650-941-7222<br/><a href="mailto:jchau@losaltoshills.ca.gov">jchau@losaltoshills.ca.gov</a></p>   | <p><b>John Chau</b><br/>650-941-7222<br/><a href="mailto:jchau@losaltoshills.ca.gov">jchau@losaltoshills.ca.gov</a></p>   | <p><b>Los Altos Hills does not have any industrial or commercial sites</b></p>  |

## C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2011

| Agency           | Construction Inspection  | Illegal Discharge  | Industrial Inspection   |
|------------------|--|--|---|
| <b>Los Altos</b> | <b>Kirk Ballard</b><br>650-947-2634<br><a href="mailto:kirk.ballard@losaltosca.gov">kirk.ballard@losaltosca.gov</a><br><br><b>Larry Lind</b><br>650-947-2624<br><a href="mailto:larry.lind@losaltos.ca.gov">larry.lind@losaltos.ca.gov</a>   | <b>Larry Lind</b><br>650-947-2624<br><a href="mailto:larry.lind@losaltos.ca.gov">larry.lind@losaltos.ca.gov</a>  | <b>Larry Lind</b><br>650-947-2624<br><a href="mailto:larry.lind@losaltos.ca.gov">larry.lind@losaltos.ca.gov</a>   |
| <b>Los Gatos</b> | <b>Mike Machado</b><br>CBO<br>408-354-6815<br><a href="mailto:mmachado@losgatosca.gov">mmachado@losgatosca.gov</a><br><br><b>Mark Glendinning</b><br>Building Inspector<br>408-354-6870<br><a href="mailto:mglendinning@losgatosca.gov">mglendinning@losgatosca.gov</a><br><br><b>Steve Souza</b><br>Engineering Inspector<br>408-395-3430<br><a href="mailto:ssouza@losgatosca.gov">ssouza@losgatosca.gov</a> | <b>Akrista Aslin</b><br>West Valley Clean Water Program<br>408-354-5386 office<br>408-828-4658 cell<br><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a><br><br><b>Steve Souza</b><br>Engineering Inspector<br>408-395-3430 (M-F)<br><a href="mailto:ssouza@losgatosca.gov">ssouza@losgatosca.gov</a><br><br><i>Parks &amp; Public Works General Line</i><br>7am-4pm Mon thru Fri<br>408-399-5770 | <b>Akrista Aslin</b><br>West Valley Clean Water Program<br>408-354-5386 office<br>408-828-4658 cell<br><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a><br><br><b>Michael Benjamin</b><br>SCC FD, Haz Mat<br>408-378-4010<br><a href="mailto:benjamin@cnt.sccgov.org">benjamin@cnt.sccgov.org</a><br><br><b>Michael Cervantes</b><br>Food Facilities – West Valley<br>408-918-3455 (918-3400 hotline)<br><a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a> |
| <b>Milpitas</b>  | <b>Shelton Sawyer</b><br>408-586-3407<br><a href="mailto:ssawyer@ci.milpitas.ca.gov">ssawyer@ci.milpitas.ca.gov</a><br><br><b>Dorsey Wiseman</b><br>408-586-3246<br><a href="mailto:dwiseman@ci.milpitas.ca.gov">dwiseman@ci.milpitas.ca.gov</a>   | <b>Paramjit Uppal</b><br>408-586-3351<br><a href="mailto:puppal@ci.milpitas.ca.gov">puppal@ci.milpitas.ca.gov</a>  | <b>Patti Joki</b><br>408-586-3370<br><a href="mailto:pjoki@ci.milpitas.ca.gov">pjoki@ci.milpitas.ca.gov</a>   |

## C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2011

| Agency               | Construction Inspection  | Illegal Discharge  | Industrial Inspection   |
|----------------------|--|--|---|
| <b>Monte Sereno</b>  | <p><b>Mo Sharma</b><br/>City Engineer &amp; PW Director<br/>408-354-7635</p> <p><b>Sindhi Mekala</b><br/>Grading &amp; Drainage Inspections; PW<br/>408-354-7635 (Mon &amp; We Only)<br/><a href="mailto:sindhi@montesereno.org">sindhi@montesereno.org</a></p> <p><b>Howard Bell</b><br/>Building Official<br/>408-354-2805</p>     | <p><b>Akrista Aslin</b><br/>West Valley Clean Water Program<br/>408-354-5386 office<br/>408-828-4658 cell<br/><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a></p> <p><b>Mo Sharma</b><br/>City Engineer &amp; PW Director<br/>408-354-7635</p> <p><b>Sindhi Mekala</b><br/>Grading &amp; Drainage Inspections; PW<br/>408-354-7635 (Mon &amp; We Only)<br/><a href="mailto:sindhi@montesereno.org">sindhi@montesereno.org</a></p> | <p><b>City of Monte Sereno does not have any industrial or commercial sites</b></p>   |
| <b>Mountain View</b> | <p><b>Eric Anderson</b><br/>650-903-6378 main<br/>650-903-6225 direct<br/><a href="mailto:eric.anderson@mountainview.gov">eric.anderson@mountainview.gov</a></p> <p><b>Carrie Sandahl</b><br/>650-903-6378 main<br/>650-903-6224 direct<br/><a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p> | <p><b>Eric Anderson</b><br/>650-903-6378 main<br/>650-903-6225 direct<br/><a href="mailto:eric.anderson@mountainview.gov">eric.anderson@mountainview.gov</a></p> <p><b>Carrie Sandahl</b><br/>650-903-6378 main<br/>650-903-6224 direct<br/><a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p>   | <p><b>Eric Anderson</b><br/>650-903-6378 main<br/>650-903-6225 direct<br/><a href="mailto:eric.anderson@ci.mtnview.ca.us">eric.anderson@ci.mtnview.ca.us</a></p> <p><b>Carrie Sandahl</b><br/>650-903-6378 main<br/>650-903-6224 direct<br/><a href="mailto:carrie.sandahl@mountainview.gov">carrie.sandahl@mountainview.gov</a></p> <p><b>Scott Heyworth</b><br/>650-903-6378<br/><a href="mailto:scott.heyworth@mountainview.gov">scott.heyworth@mountainview.gov</a></p> |
| <b>Palo Alto</b>     | <p><b>Chris Fujimoto</b><br/>650-329-2430<br/><a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p>   | <p><b>Chris Fujimoto</b><br/>650-329-2430<br/><a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p>   | <p><b>Chris Fujimoto</b><br/>650-329-2430<br/><a href="mailto:christopher.fujimoto@cityofpaloalto.org">christopher.fujimoto@cityofpaloalto.org</a></p>  |
| <b>San Jose</b>      | <p><b>Steven Osborn</b><br/>408-793-5352<br/><a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a></p>  | <p><b>Steven Osborn</b><br/>408-793-5352<br/><a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a></p>  | <p><b>Steven Osborn</b><br/>408-793-5352<br/><a href="mailto:steven.osborn@sanjoseca.gov">steven.osborn@sanjoseca.gov</a></p>   |

## C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2011

| Agency                    | Construction Inspection  | Illegal Discharge   | Industrial Inspection  |
|---------------------------|--|---|--|
|                           | <p><b>Jared Hart</b><br/>408-793-5352<br/><a href="mailto:jared.hart@sanjoseca.gov">jared.hart@sanjoseca.gov</a></p> <p><b>Cathy Hoang-Mendoza</b><br/>408-793-5324<br/><a href="mailto:catherine.hoang-mendoza@sanjoseca.gov">catherine.hoang-mendoza@sanjoseca.gov</a></p> | <p><b>Cathy Hoang-Mendoza (or Mary)</b><br/>408-793-5324<br/><a href="mailto:catherine.hoang-mendoza@sanjoseca.gov">catherine.hoang-mendoza@sanjoseca.gov</a></p> <p><b>No Dumping Hotline</b><br/>408-945-3000<br/><a href="http://www.sanjoseca.gov/esd/stormwater/stormdrain-complaint.asp">http://www.sanjoseca.gov/esd/stormwater/stormdrain-complaint.asp</a></p>   | <p><b>Mary Morse (or Cathy)</b><br/>408-793-5323<br/><a href="mailto:mary.morse@sanjoseca.gov">mary.morse@sanjoseca.gov</a></p> <p><b>Josef Denk (restaurants only-FOG)</b><br/>408-793-5300 (hotline)<br/><a href="mailto:joe.denk@sanjoseca.gov">joe.denk@sanjoseca.gov</a></p>  |
| <b>Santa Clara</b>        | <p><b>Elliot Wier</b><br/>408-615-3092<br/><a href="mailto:ewier@ci.santa-clara.ca.us">ewier@ci.santa-clara.ca.us</a></p>  | <p><b>Elliot Wier</b><br/>408-615-3092<br/><a href="mailto:ewier@ci.santa-clara.ca.us">ewier@ci.santa-clara.ca.us</a></p>   | <p><b>Elliot Wier</b><br/>408-615-3092<br/><a href="mailto:ewier@ci.santa-clara.ca.us">ewier@ci.santa-clara.ca.us</a></p>  |
| <b>Santa Clara County</b> | <p><b>Clara Spaulding</b><br/>408-299-5737<br/><a href="mailto:clara.spaulding@pln.sccgov.org">clara.spaulding@pln.sccgov.org</a></p>  | <p><b>DEH/Solid/Medical Waste:</b><br/>408-918-3400</p> <p><b>Chris Rummel</b><br/>408-918-3400<br/><a href="mailto:chirs.rummel@deh.sccgov.org">chirs.rummel@deh.sccgov.org</a><br/>(refuse collection &amp; pumper vehicles, biohaz &amp; medical waste, body art &amp; recycling facilities)</p> <p><b>Clara Spaulding</b><br/>Department of Planning &amp; Developement<br/>408-299-5737<br/><a href="mailto:clara.spaulding@pln.sccgov.org">clara.spaulding@pln.sccgov.org</a></p> | <p><b>DEH, Hazardous Materials Control Division:</b><br/>408-918-3400</p> <p><b>Jim Blamey</b><br/>HMCD Program Manager<br/>408-918-3400<br/><a href="mailto:jim.blamey@deh.co.santa-clara.ca.us">jim.blamey@deh.co.santa-clara.ca.us</a></p> <p><b>Vicki Everly</b><br/>Food Facilities – North County<br/>408 918-3490<br/><a href="mailto:vicki.everly@deh.sccgov.org">vicki.everly@deh.sccgov.org</a><br/><a href="mailto:everly.vicki@deh.sccgov.org">everly.vicki@deh.sccgov.org</a></p> <p><b>Michael Cervantes</b><br/>Food Facilities – South West<br/>408-918-3455<br/><a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a></p> <p><b>Rochelle Gaddi</b><br/>Food Facilities, Pools – Central District</p> |



## C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2011

| Agency    | Construction Inspection  | Illegal Discharge  | Industrial Inspection  |
|-----------|--|--|--|
|           |  |  | 408 918-3479<br><a href="mailto:rochelle.gaddi@deh.sccgov.org">rochelle.gaddi@deh.sccgov.org</a>   |
| SCVWD     | <b>George Malekos</b><br>408-265-2607, X2487<br><a href="mailto:gmalekos@valleywater.org">gmalekos@valleywater.org</a><br><br><b>Pollution Hotline</b><br>1-888-510-5151   | <b>George Malekos</b><br>408-265-2607, X2487<br><a href="mailto:gmalekos@valleywater.org">gmalekos@valleywater.org</a><br><br><b>Pollution Hotline</b><br>1-888-510-5151   | Not Applicable   |
| Saratoga  | <b>Brad Lind</b><br>408-868-1224<br><a href="mailto:bradlind@saratoga.ca.us">bradlind@saratoga.ca.us</a><br><br><b>Skylar McLean</b><br>Grading / Land Development Inspections<br>408-868-1237<br><a href="mailto:skyelarm@saratoga.ca.us">skyelarm@saratoga.ca.us</a> | <b>Akrista Aslin</b><br>West Valley Clean Water Program<br>408-354-5386 office<br>408-828-4658 cell<br><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a><br><br><b>Kristin Borel</b><br>408-868-1258<br><a href="mailto:kborel@saratoga.ca.us">kborel@saratoga.ca.us</a><br><br><b>Rick Torres</b><br>Streets Maintenance Supervisor<br>408-868-1244<br>408-857-6545 cell<br><a href="mailto:rtorres@saratoga.ca.us">rtorres@saratoga.ca.us</a> | <b>Akrista Aslin</b><br>West Valley Clean Water Program<br>408-354-5386 office<br>408-828-4658 cell<br><a href="mailto:aaslin@wvcwp.org">aaslin@wvcwp.org</a><br><br><b>Richard Baker</b><br>SCC FD, Haz Mat<br>408-378-4010<br><a href="mailto:richard.baker@cnt.sccgov.org">richard.baker@cnt.sccgov.org</a><br><br><b>Michael Cervantes</b><br>Food Facilities – West Valley<br>408-918-3455 (918-3400 hotline)<br><a href="mailto:michael.cervantes@deh.sccgov.org">michael.cervantes@deh.sccgov.org</a> |
| Sunnyvale | <b>Gordon Blancher</b><br>408-730-7448<br><a href="mailto:gblancher@ci.sunnyvale.ca.us">gblancher@ci.sunnyvale.ca.us</a>   | <b>Sarah Scheidt</b><br>408-730-7267<br><a href="mailto:sscheidt@ci.sunnyvale.ca.us">sscheidt@ci.sunnyvale.ca.us</a><br><br><b>Kristy McCumby Hyland</b><br>408-730-7274<br><a href="mailto:kmccumby@ci.sunnyvale.ca.us">kmccumby@ci.sunnyvale.ca.us</a>   | <b>Sarah Scheidt</b><br>408-730-7267<br><a href="mailto:sscheidt@ci.sunnyvale.ca.us">sscheidt@ci.sunnyvale.ca.us</a>   |

**C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts  
July 2011**

| <b>Agency</b>   | <b>Construction Inspection</b>   | <b>Illegal Discharge</b>  | <b>Industrial Inspection</b> |
|-----------------|--|---|------------------------------|
| <b>Caltrans</b> | <b>Dragomir Bogdanic</b><br>510-622-0716<br>510-867-6007<br><a href="mailto:dragomir_Bogdanic@dot.ca.gov">dragomir_Bogdanic@dot.ca.gov</a> | <b>Hardeep Takhar</b><br>510-286-7182<br><a href="mailto:hardeep_s_takhar@dot.ca.gov">hardeep_s_takhar@dot.ca.gov</a> | <b>Not Applicable</b>        |

July 1, 2010 to June 30, 2011

| CoPermittee/<br>Type of discharge | Construction Debris | Dumping – non-hazardous | Equipment Cleaning | Food Facility Oil and Grease | Pools/Spas/Fountains<br>discharge | Sanitary spill or leak | Tracking Soil | Used Oil Dumping | Vehicle & equipment leaking | Vehicle Washing | Water line breaks | Allowable discharge | Complaint not found | Total Incidents: |
|-----------------------------------|---------------------|-------------------------|--------------------|------------------------------|-----------------------------------|------------------------|---------------|------------------|-----------------------------|-----------------|-------------------|---------------------|---------------------|------------------|
| <b>Campbell</b>                   |                     | 2                       | 1                  | 1                            |                                   |                        | 1             |                  | 1                           | 1               |                   | 1                   | 1                   | <b>9</b>         |
|                                   |                     |                         |                    |                              |                                   |                        |               |                  |                             |                 |                   |                     |                     |                  |
| <b>Los Gatos</b>                  | 1                   |                         |                    |                              |                                   | 2                      |               |                  |                             | 1               | 1                 | 2                   | 3                   | <b>10</b>        |
|                                   |                     |                         |                    |                              |                                   |                        |               |                  |                             |                 |                   |                     |                     |                  |
| <b>Monte<br/>Sereo</b>            |                     |                         |                    |                              | 1                                 |                        |               | 1                |                             |                 |                   | 1                   |                     | <b>3</b>         |
|                                   |                     |                         |                    |                              |                                   |                        |               |                  |                             |                 |                   |                     |                     |                  |
| <b>Saratoga</b>                   | 5                   | 1                       |                    | 1                            |                                   | 1                      |               | 1                |                             | 1               |                   |                     |                     | <b>10</b>        |
|                                   |                     |                         |                    |                              |                                   |                        |               |                  |                             |                 |                   |                     |                     |                  |
|                                   |                     |                         |                    |                              |                                   |                        |               |                  |                             |                 |                   |                     |                     |                  |
|                                   | <b>6</b>            | <b>3</b>                | <b>1</b>           | <b>2</b>                     | <b>1</b>                          | <b>3</b>               | <b>1</b>      | <b>2</b>         | <b>1</b>                    | <b>3</b>        | <b>1</b>          | <b>4</b>            | <b>4</b>            | <b>32</b>        |

July 1, 2010 to June 30, 2011

| Type of discharge   |  | Number of Incidents |
|---------------------|--|---------------------|
| Monte Sereno        |  |                     |
| Allowable discharge |  | 1                   |
| discharge           |  | 1                   |
| Used oil dumping    |  | 1                   |
| Total Incidents:    |  | 3                   |

# **Section 6: Provision C6 Construction Site Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 6 – Provision C.6 Construction Site Controls

| C.6.e.iii.1.a, b, c ► Site/Inspection Totals  |   |  |
|---|---|--|
| Number of sites disturbing < 1 acre of soil requiring storm water runoff quality inspection (i.e. High Priority) (C.6.e.iii.1.a)      | Number of sites disturbing ≥ 1 acre of soil (C.6.e.iii.1.b) | Total number of storm water runoff quality inspections conducted (C.6.e.iii.1.c) |
| 0   | 0   | 0  |
| Comments:<br>Monte Sereno conducts wet weather inspections on all active construction sites; however none were "high priority" sites. |   |  |

| C.6.e.iii.1.d ► Construction Activities Storm Water Violations |                                    |                                     |
|--|------------------------------------|-------------------------------------|
| BMP Category   | Number of Violations <sup>40</sup> | % of Total Violations <sup>41</sup> |
| Erosion Control  | 14                                 | 31%                                 |
| Run-on and Run-off Control                                     | 14                                 | 31%                                 |
| Sediment Control   | 15                                 | 33%                                 |
| Active Treatment Systems                                       | 0                                  | 0%                                  |
| Good Site Management   | 2                                  | 4%                                  |
| Non Stormwater Management                                      | 0                                  | 0%                                  |
| <b>Total</b>   | <b>45</b>                          | <b>100%</b>                         |

**C.6.e.iii.1.e ► Construction Related Storm Water Enforcement Actions**

|              | <b>Enforcement Action</b><br>(as listed in ERP) <sup>42</sup> | <b>Number Enforcement Actions Taken</b> | <b>% Enforcement Actions Taken<sup>43</sup></b> |
|--------------|---|---|---|
| Level 1      | Verbal Warning (education and/or cooperation)                 | 29                                      | 97%   |
| Level 2      | Written Warning (notice of correction)                        | 1                                       | 3%  |
| Level 3      | Stop Work Order   | 0                                       | 0   |
| Level 4      | Administrative/Legal Action                                   | 0                                       | 0   |
| <b>Total</b> |   | <b>30</b>                               | <b>100%</b>                                     |

**C.6.e.iii.1.f, g ► Illicit Discharges**

|   | <b>Number</b> |
|---|---------------|
| Number of illicit discharges, actual and those inferred through evidence (C.6.e.iii.1.f)    | 0             |
| Number of sites with discharges, actual and those inferred through evidence (C.6.e.iii.1.g) | 0             |

<sup>40</sup> Count one violation in a category for each site and inspection regardless of how many violations/problems occurred in the BMP category.

<sup>41</sup>Percentage calculated as number of violations in each category divided by total number of violations in all six categories.

<sup>42</sup>Agencies should list the specific enforcement actions as defined in their ERPs.

<sup>43</sup> Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.



**C.6.e.iii.1.h, i ► Violation Correction Times**

|  | Number | Percent           |
|--|--------|-------------------|
| <b>Violations fully corrected within 10 business days after violations are discovered</b> or otherwise considered corrected in a timely period (C.6.e.iii.1.h) | 29     | 97% <sup>44</sup> |
| <b>Violations not fully corrected within 30 days after violations are discovered</b> (C.6.e.iii.1.i)   | 1      | 3% <sup>45</sup>  |
| <b>Total number of violations for the reporting year<sup>46</sup></b>  | 30     | 100%              |

**Comments:**

Data has been captured electronically in a SCVURPPP spreadsheet since FY 09-10. Training on the use of new county-wide forms was conducted during the FY 10-11 year. With feedback from this training and feedback from data entry into spreadsheet process, a revised data collection/ inspection form was developed (by WVCWP) and distributed to staff in Jan 2011 for review and will be put into use in the next reporting year. Data reporting on the newer forms appears to be more complete and consistent. Data reflects that if a site is found with BMP deficiency(s), they were resolved either the same day or within a few days, confirmed during a follow up visit.

**C.6.e.iii.(2) ► Evaluation of Inspection Data**

Describe your evaluation of the tracking data and data summaries and provide information on the evaluation results (e.g., data trends, typical BMP performance issues, comparisons to previous years, etc.).

**Description:**

Contractors on small construction sites require more guidance from the Municipal staff regarding wet weather erosion/sediment control requirements, consequently there at least one verbal reminder per site at the beginning of the wet season.

<sup>44</sup> Calculated as number of violations fully corrected in a timely period after the violations are discovered divided by the total number of violations for the reporting year.

<sup>45</sup> Calculated as number of violations not fully corrected within 30 days after the violations are discovered divided by the total number of violations for the reporting year.

<sup>46</sup> Total number of violations equals the number of initial enforcement actions (i.e. one violation issued for several problems during an inspection at a site). It does not equal the total number of enforcement actions because one violation issued at a site may have a second enforcement action for the same violation at the next inspection if it is not corrected.

**C.6.e.iii.(2) ► Evaluation of Inspection Program Effectiveness**

Describe what appear to be your program's strengths and weaknesses, and identify needed improvements, including education and outreach.

Description:

WVCWP provided local training on use of new forms and review of BMPs in October 2010, for WV Community inspectors since the country wide program's annual Construction Inspector Training focused on QSD and QDP training for the General Construction Permit. WVCWP worked with staff to develop a Criteria for High Priority Sites, to help staff identify sites for stormwater specific data tracking and reporting. WVCWP continued participation in both of SCVURPPP's C3P0 and Construction AHTG. Participation in the BASMAA Development Committee was provided through SCVURPPP. Refer to SCVURPPP's FY 10-11 C.6 Construction Site Control section of the Annual Report for a description of activities of the Construction AHTG and BASMAA Development Committee.

**C.6.f ► Staff Training Summary**

| Training Name             | Training Dates  | Topics Covered  | No. of Inspectors in Attendance | Percent of Inspectors in Attendance |
|---------------------------|-----------------|---|---------------------------------|-------------------------------------|
| Annual Inspector Training | October 7, 2010 | Construction Site Inspection Training <ul style="list-style-type: none"> <li>• Current Construction regulations and responsibility</li> <li>• Implementation and BMPs</li> <li>• Inspection Procedures and Data Tracking</li> </ul> | 1                               | 100%                                |

# **Section 7: Provision C7 Public Information and Outreach**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 7 – Provision C.7 Public Information and Outreach

**C.7.b.ii.1 ► Advertising Campaign**

Summarize advertising efforts. Include details such as messages, creative developed, and outreach media used. The detailed advertising report may be included as an attachment. If advertising is being done by participation in a countywide or regional program, refer to the separate countywide or regional Annual Report.

Summary:

Centralized advertising campaign for stormwater/urban runoff is conducted through SCVURPPP and BASMAA. The following reports summarize countywide advertising efforts conducted during FY10-11 and are included in the Program's (SCVURPPP) FY10-11 Annual Report Section C.7 Public Information

and Outreach:

- FY 10-11 Watershed Watch Campaign Annual Campaign Report
- FY 10-11 Watershed Watch Partner Report
- FY 10-11 Watershed Watch Web Statistics Report

These reports are included within the C.7 Public Information and Outreach section of Program's FY 10-11 Annual Report

Active participation in SCVURPPP's AHTG is through West Valley Clean Water program, whose staff provides review and input on deliverables and strategies. In addition, local advertising is carried out through West Valley Clean Water Program (WVCWP).

This local advertising is directed towards specific POCs and demographic characteristics of the West Valley Communities of Campbell, Los Gatos, Monte Sereno and Saratoga. WVCWP's main strategy in recent years is to move away from paid 'advertisements,' and focus on placing selected articles in local municipal newsletters (mailed and/or online), local weekly newspapers, and developing target-specific 'give-away' items for distribution at events.

The give-away items are bundled with literature, thereby providing incentives to take the printed information and 'motivate the recipient to action.' WVCWP's promo item for this year was neon colored backpack sacks, targeted for youth/ young adults, which was recognized as a gap in our outreach items over the past few years; something for elementary aged kids, adults, but not for teens, which is a specifically targeted age group selected for participation in clean-up events/ general litter abatement.

WVCWP also 'advertises' at various municipal facilities with posters and flyers for local and municipally sponsored events. WVCWP also supports and utilizes the Watershed Watch website to advertise local events (i.e., Mercury take-back events). Details regarding local advertising and material distribution efforts are included in Appendix C7.

**SEE APPENDIX C7: C7bc Local Advertising and Media Relations**

**C.7.b.iii.1 ► Pre-Campaign Survey**

*(For the Annual Report following the pre-campaign survey)* Summarize survey information such as sample size, type of survey (telephone survey, interviews etc.). Attach a survey report that includes the following information. If survey was done regionally, refer to a regional submittal that contains the following information:

- Summary of how the survey was implemented.
- Analysis of the survey results.
- Discussion of the outreach strategies based on the survey results.
- Discussion of planned or future advertising campaigns to influence awareness and behavior changes regarding trash/litter and pesticides.

Not required for this Annual Report;  
 WV Communities are-participating in the BASMAA Regional Litter Ad Campaign, and WVCWP is providing additional participation, via SCVURPPP's WEO Review Sub-group, to review of BASMAA Outreach Strategy/ Campaign, ad scripts, etc.  
 Place an **X** in the appropriate box below:

|                          |                                  |
|--------------------------|----------------------------------|
| <input type="checkbox"/> | Survey report attached           |
| <input type="checkbox"/> | Reference to regional submittal: |

**C.7.c ► Media Relations**

Summarize the media relations effort. Include the following details for each media pitch in the space below, AND/OR refer to a regional report that includes these details:

- Topic and content of pitch
- Medium (TV, radio, print, online)
- Date of publication/broadcast

Summary:

Media Relations for stormwater/urban runoff is conducted through SCVURPPP and BASMAA. The following separate report developed by BASMAA summarizes media relations efforts conducted during FY 10-11:

- BASMAA Media Relations Final Report

This report is included within the C.7 Public Information and Outreach section of Program's (SCVURPPP) FY 10-11 Annual Report

Active participation in SCVURPPP's AHTG is through West Valley Clean Water Program, which provides review of deliverables and strategies; for example WVCWP staff participated in AHTG review and provided feedback on at least 7 media campaigns including: BASMAA Litter Outreach, IPM outreach and Creek Cleanup for Spanish-language television, 2 summertime litter press releases (Aug 2010 & June 2011), vehicle fluids and Christmas wrapping paper

WVCWP also coordinates local media coverage to highlight local events of interest to the demographic characteristics within the West Valley Communities.

Media coverage in the WV area consists of 3 local weekly papers (Campbell Reporter, Los Gatos Weekly, Saratoga News), four Municipal Newsletters (printed/mailed, e-delivery and online available), municipal website postings and postings in municipal facilities. Press Releases to local papers typically involve a local event or occurrence which provides an opportunity to highlight a POC and corresponding pollution prevention measure which residents can implement.

Articles in municipal newsletters typically provide an opportunity to inform residents of POCs in a more direct or restricted manner, as well as providing BMP options for preventing polluted discharges to the storm drain system and creeks. In addition to urban runoff-specific articles, municipal newsletters often carry other topics relevant to stormwater, such as flood protection, HHW, composting or solid waste. Use of municipal websites for conveying information tends to be abbreviated sound bites, quick tips, or notification of events. This type of communication works best with time sensitive and transient information.  
 For examples and details regarding local press and media related efforts see **APPENDIX C7: C7bc Local Advertising and Media Relations.**

#### **C.7.d ► Stormwater Point of Contact**

Summary of any changes made during FY 10-11:

No change in municipal/local point of contact information and outreach.

On the countywide/Program level, refer to countywide Program's (SCVURPPP) C.7 Public Information and Outreach section of Program's FY 10-11 Annual Report for efforts conducted by the countywide program to publicize stormwater points of contact (e.g. program website, hotline, outreach materials, etc.).

#### **C.7.e ► Public Outreach Events**

Describe general approach to event selection. Provide a list of outreach materials and giveaways distributed.  
 Use the following table for reporting and evaluating public outreach events

We work together with three other West Valley communities through our joint urban runoff program, West Valley Clean Water Program (WVCWP) and SCVURPPP to collectively meet Public Outreach Event participation levels. Event selection (type of event and level of support/hosting) is based upon pollutant of concern, applicability, and ability to influence local residents. WVCWP also participates in SCVURPPP's WEO AHTG and its various sub-groups, and typically provides staffing for various SCVURPPP events. See SCVURPPP's Table "C.7 Public Information and Outreach section of Program's (SCVURPPP) FY 10-11 Annual Report" summarizing countywide Public Outreach events.

For local events highlighting urban runoff and stormwater pollution prevention, the level of effort for support is largely based upon an estimated return on effort:

The first level of effort is utilization/leveraging of an existing event. Utilization of an existing/related municipal event (i.e., municipal Public Works Open House event), dictates that stormwater messages be general topics with highlights of common POCs - like litter and pesticides. Typically such an event lends itself simply to dissemination of literature and requires a high content of 'give-aways' to entice visitors to engage with information sharing.

Leveraging a broader-based countywide or nationally recognized event (like Pollution Prevention Week) provides a better opportunity to focus on POCs and gain a higher return of audience interaction; plus there is the added benefit to 'scale' – higher visibility /publicity without exponential increase of cost or resources.

The second level of effort is a partnership or co-hosting of an event, where efforts are shared. Examples are our partnership with schools for school-yard/creek clean-ups and co-hosting Mercury Thermometer Exchange Events with San Jose Environmental Services Dept.

The third level of effort is solely hosting an event for the single purpose of stormwater information dissemination and/or public participation (i.e., trash hot spot clean-up, staff training).

| Event Details  | Description (messages, audience)   | Evaluation of Effectiveness  |
|--|--|--|
| Provide event name, date, and location.<br>Indicate if event is local, countywide or regional.   | Identify type of event (e.g., school fair, farmers market etc.), type of audience (school children, gardeners, homeowners etc.) and outreach messages (e.g., Enviroscape presentation, pesticides, stormwater awareness) | Provide general staff feedback on the event (e.g., success at reaching a broad spectrum of the community, well attended, good opportunity to talk to gardeners etc.). Provide other details such as: <ul style="list-style-type: none"> <li>Estimated overall attendance at the event.</li> <li>Number of people that visited the booth, comparison with previous years</li> <li>Number of brochures and giveaways distributed</li> <li>Results of any spot surveys conducted</li> </ul>   |
| <b>1. Event: Pollution Prevention Resource Fair</b><br>2. Date: 9/22/10<br>3. Location: Campbell Community Center<br>4. Local event, part of National Pollution Prevention Week and POTW regional effort | 5. Type of Event: Thermometer Exchange, battery recycling, cell-phone recycling, medications disposal, and eyeglasses recycling.<br>6. Audience: residents.<br>7. Message: general stormwater pollution, POC(mercury)    | 8. Estimated Attendance: appx 150 residents<br>9. Feedback/Results: This event was very successful, in that there was a major increase in mercury-containing products collected, compared to the previous year. While the amount of pharmaceuticals was almost the same, there was an approximate increase of 50% in thermometers collected, 100% increase in phones collected, and 50% increase in batteries collected:<br><u>Items collected:</u><br>86 thermometers (up from 57 previous year)<br>34 cell phones (up from 18 phones previous year)<br>143 lbs of batteries (up from 95 lbs previous year)<br>119 eyeglasses<br>255.5 lbs of pharmaceuticals<br>10. Brochures & Giveaways Distributed:<br>112x Reusable Shopping Bags<br>8x Our Copper Brochure<br>9x Clean it Guides<br>30x HHW Recycle Brochures |



**FY 2010-2011 Annual Report  
West Valley Community: City of Monte Sereno**

**C.7 – Public Information and Outreach**

|   |  |   |
|---|--|---|
|   |  | <p>15x – You are the Solution<br/> 1x Pool and Spa Brochures<br/> 31x Paint Sticks<br/> 61x "10 Most Wanted Bugs" with seeds (18 sunflower, 20 goldenrod, 23 yarrow)<br/> 130x Outreach flyer/postcards distributed to advertise the event</p>  |
| <p><b>1. Event: Pumpkins in the Park</b><br/> 2. Date: 10/9/10<br/> 3. Location: Guadalupe River Walk, San Jose<br/> 4. Countywide event</p>  | <p>5. Type of Event: Educational/Fun Fair for families. Site runs along the river.<br/> 6. Audience: residents - children/families<br/> 7. Message: Stormwater/Pollutants of Concern</p>   | <p>8. Estimated Attendance: See Countywide Program Report for details<br/> 9. Feedback: Children enjoyed using the bean bag toss game to learn about the difference between sewer / storm drain / garbage / recycling.<br/> 10. Materials Distributed<br/> IPM Fact Sheets<br/> Fly Swatters<br/> Watershed Watch tattoos</p>   |
| <p><b>1. Event: Audubon Environmental Center – Wildlife Fair</b><br/> 2. Date: 10/23/10<br/> 3. Location: McClellan Ranch, McClellan Ave. at Stevens Creek, Cupertino<br/> 4. Local event</p> | <p>5. Type of Event: Educational/Fun fair for families, highlighting wildlife and nature. Site runs along a creek.<br/> 6. Audience: residents - children/families<br/> 7. Message at booth: general stormwater pollution, POC (trash)</p> | <p>8. Estimated Attendance: appx 75 visitors to the 'Stormwater' table.<br/> 9. Feedback/Results: This event was very successful, with ppx. 400 attendees overall; appx 75 visitors had contact with information and activities at the booth (Enviroscape and "Environmental Jeopardy" game). This is an excellent opportunity to reach parents while their children are involved in activities at the booth.<br/> 10. Materials distributed by WVCWP:<br/> 10x Kids Guide to Backyard Bugs<br/> 13x Swatters with "Pests Bugging You" tri-fold<br/> 8x "10 Most Wanted Bugs" brochure with seeds</p> |
| <p><b>1. Event: Saratoga Health Fair</b><br/> 2. Date: 11/6/10<br/> 3. Location: Saratoga Senior/ Community Center<br/> 4. Local and POTW regional effort</p>                                 | <p>5. Type of Event: Thermometer Exchange, battery recycling, cell-phone recycling and eyeglasses drop-off<br/> 6. Audience: residents, in particular senior citizens<br/> 7. Message: general stormwater pollution, POC(mercury)</p>      | <p>8. Estimated Attendance: over 200 attendees overall at the Fair<br/> 9. Feedback/Results: This event was successful in that large quantities of batteries and thermometers were collected, along with eyeglasses and cell phones.<br/> The Thermometer Exchange table seemed to be popular with Saratoga's senior citizens; they appeared to be residents who had a</p>  |

|   |   |   |
|---|---|---|
|   |   | <p>number of glass thermometers that needed to be properly disposed of. This Fair was a much bigger event than the previous year's event (this was a "Health Fair" which included our Thermometer Exchange, vs last year's Thermometer Exchange alone). However, the number of thermometers collected was lower than the previous year; this may be due to the fact that much of the Saratoga Senior Center audience turned in their thermometers at last year's event, and we are getting "diminishing returns" at this point in time.</p> <p><u>Items collected:</u></p> <ul style="list-style-type: none"> <li>75 lbs of batteries</li> <li>37 mercury thermometers</li> <li>1 lab thermometer</li> <li>1 mercury switch</li> <li>7 cell phones</li> </ul> <p>10. Brochures &amp; Giveaways Distributed:</p> <ul style="list-style-type: none"> <li>2x – Mercury-Free Thermometers</li> <li>17x – Mercury Guides</li> <li>7x – Clean It Guides</li> <li>3x – Problem Pesticides</li> <li>3x – Safe Use &amp; Disposal of Pesticides</li> <li>7x – "Most Wanted Bugs" + Seed Packets</li> <li>2x – You are the Solution</li> <li>2x – Our Copper, Our Creeks</li> <li>1x – Household Hazardous Waste</li> </ul> |
| <p><b>1. Event: City of Saratoga "Mustard Faire"</b></p> <p>2. Date: 3/6/11</p> <p>3. Location: Saratoga City Hall: Heritage Orchard and adjacent 'Warren Hutton House' grounds</p> <p>4. Local</p> | <p>5. Type of Event: Educational/Fun fair for families, highlighting the City's Heritage Orchard.</p> <p>6. Audience: residents children/families</p> <p>7. Message of materials distributed: IPM/Less-Toxic gardening; use of native/pest-resistant &amp; drought-tolerant plantings</p> | <p>8. Estimated Attendance: Not tracked by event organizers</p> <p>9. Feedback: Literature with native seed packets was popular</p> <p>10. Materials distributed by WVCWP:</p> <ul style="list-style-type: none"> <li>20x - Draining Pool &amp; Spa</li> <li>9x - "You are the Solution"</li> <li>21x - "Grow it Guides"</li> <li>40x - Fly Swatter with "Pests Bugging You"</li> <li>23x - "Streamside Planting Guide"</li> <li>46x - "10 Most Wanted Bugs" with seed packets</li> </ul>   |

**FY 2010-2011 Annual Report  
West Valley Community: City of Monte Sereno**

**C.7 – Public Information and Outreach**

|  |  |   |
|--|--|---|
| <p><b>1. Event: Seniors brown bag info/ health</b><br/> 2. Date: 4/7/11<br/> 3. Location: Los Gatos Community Center<br/> 4. Local, and POTW regional effort</p>                 | <p>5. Type of Event: Thermometer Exchange with PowerPoint presentation on Mercury<br/> 6. Audience: residents, in particular senior citizens;<br/> 7. Message: general stormwater-pollution, POC(mercury); mercury and health (i.e. fish consumption).</p>   | <p>8. Estimated Attendance: 3 residents attended the Mercury presentation and a few people turned in thermometers who did not attend the Mercury presentation<br/> 9. Feedback/Results: Due to very rainy weather at last year's outdoor event, WVCWP worked with Los Gatos to initiate a different venue. This Thermometer Exchange was coordinated with a regular Senior Center 'Healthy Bites' lunch program. To coordinate with this program, WVCWP arranged for a lunchtime speaker (PowerPoint) on the topic of "Mercury and Health"; the event was open to all, and lunch was offered. Extensive outreach/advertising was conducted, however turnout was much lower than anticipated.<br/> <u>Items collected:</u> 8 mercury thermometers were collected.<br/> 10. Literature &amp; Giveaways Distributed:<br/> 2x – Mercury-free Thermometers<br/> 9x – Seafood Watch (Topic: fish &amp; mercury)<br/> 8x – "Heart of the Valley" home HHW pick-up program<br/> 3x – Our Copper &amp; Our Creeks<br/> 2x – Pool &amp; Spa brochure<br/> 3x – Fluorescent Lamp Drop-off list<br/> 3x – What You Don't Know About Mercury<br/> 3x – EPA's "Mercury – Don't Be Left In The Dark"<br/> 8x – Mugs "Clean Creeks – It's in Our Hands"</p> |
| <p><b>1. Event: Arbor Day</b><br/> 2. Date: 4/22/11<br/> 3. Location: City of Saratoga, Foothill Park<br/> 4. Local, part of national recognition of Arbor Day and Earth Day</p> | <p>5. Type of Event: Annual event recognizing efforts to preserve trees.<br/> 6. Audience: residents, youth/children<br/> 7. Message: The value of trees, and encourage planting of trees appropriate for 'less-toxic' maintenance (pest resistant, etc.). WVCWP presented materials related to gardening and IPM, appropriate planting near creeks.</p> | <p>8. Estimated Attendance: 60 attendees (including appx 20 students, K-12)<br/> 9. Feedback: Well attended by students and residents. Seed packets attached to "10 Most Wanted Bugs" guide were very popular.<br/> 10. Brochures &amp; Giveaways Distributed:<br/> 34x – "10 Most Wanted Bugs" with seed packets<br/> 7x – Home Maintenance<br/> 3x – Pool &amp; Spa</p>   |

**FY 2010-2011 Annual Report  
West Valley Community: City of Monte Sereno**

**C.7 – Public Information and Outreach**

|  |   |   |
|--|---|---|
|  |   | 4x – "Soil Matters"<br>2x – "You are the Solution"<br>1x – Baylands/Creeks Map<br>3x – Stream Care Guide<br>12x – Grow-It Guide<br>10x – Kids' Guide to Backyard Bugs<br>12x – Fly Swatter with "Pests Bugging You"<br>6x – Clean-It Guide<br>12x – "No Dumping" Plaques  |
| <b>1. Event: Classroom outreach</b><br>2. Date: 4/25/11<br>3. Location: Saratoga, Christa McAuliffe School<br>4. Local                                 | 5. Type of Event: Enviroscope presentation<br>6. Audience: school children (5 <sup>th</sup> /6 <sup>th</sup> grade class)<br>7. Message: discussed watersheds, aquifers, sewer vs. stormdrain, POCs (mercury, copper, trash), and some BMPs such as proper car washing, and handling of pet waste.  | 8. Attendees: 31 Students, 5 <sup>th</sup> /6 <sup>th</sup> grade class<br>9. Feedback: Students connected well with the messages<br>10. Materials Distributed:<br>(Items related to the school's garden program)<br>31x - "Pest or Pal?" Activity Guide<br>15x - "Most Wanted Bugs" with Yarrow seeds  |
| <b>1. Event: Arbor Day</b><br>2. Date: 4/29/10<br>3. Location: Town of Los Gatos,<br>4. Local, part of national recognition of Arbor Day and Earth Day | 5. Type of Event: Annual event recognizing efforts to preserve trees.<br>6. Audience: residents, youth/children; Targeted neighborhood residents and local schools.<br>7. Message: The value of trees, and encourage planting of trees appropriate for 'less-toxic' maintenance (pest resistant, etc.). WVCWP presented materials related to gardening and IPM, appropriate planting near creeks. | 8. Estimated Attendance: 95 schoolchildren from Blossom Hill School and many residents<br>9. Feedback: Planted 4 trees at Blossom Hill School and nearby park.<br>As with other events, the Native Seeds Packets, attached to the "10 Most Wanted Backyard Bugs" brochure has been one of the most popular items picked up by residents.<br>10. Brochures & Giveaways Distributed:<br>29x - "10 Most Wanted Bugs" with seed packets<br>25x – Watershed Watch pencils<br>20x – Flyswatter with "Pests Bugging You"<br>18x – Grow-It Guides<br>10x – Kids' Guide to Backyard Bugs<br>11x – Clean-It Guides<br>7x – "Our Copper & Our Creeks" w/discount card<br>5x - Pool & Spa brochures<br>3x – "Soil Matters"<br>4x – "Keeping It In Tune" (vehicle care)<br>7x – "You are the Solution" |
| <b>1. Event: Great American Pick-up</b><br>2. Date: 5/7/11<br>3. Location: City of Campbell, 4 sites   | 5. Type of Event: Clean Up Event<br>City of Campbell staff organize and publicize this event; WVCWP staff attend  | 8. Volunteers: 100<br>9. Feedback:<br>This was the same number of volunteers as   |

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**C.7 – Public Information and Outreach**

|   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• John D. Morgan Park</li> <li>• Hwy 17 from Camden on-ramp to Pedestrian over-crossing</li> <li>• railroad tracks along Winchester Blvd from Hacienda to Kennedy</li> <li>• undercrossing of Creekside of the Los Gatos Creek Trail</li> </ul> <p>4. Local site, part of county-wide effort</p> | <p>event to provide support and supply additional materials for distribution.</p> <p>6. Audience: Residents, families</p> <p>7. Message: Anti-littering, litter as a pollutant in creeks</p>   | <p>last year; it is good to see the continuity of effort, and no loss of interest in an annual event. Volunteers were enthusiastic, helped paint over graffiti, etc.</p> <p>26 partially-filled bags of recyclables<br/>71 partially-filled bags of trash</p> <p>10. Brochures &amp; Giveaways Distributed:<br/>36x – Re-usable Grocery Bags<br/>6x – "Don't Litter" License Plate frames<br/>11x – "No Dumping" Plaques<br/>23x – "Watershed" Post-it pads</p>  |
| <p><b>1. Event: Los Gatos Public Works Open House</b></p> <p>2. Date: 5/18/11</p> <p>3. Location: Town of Los Gatos Corporation Yard</p> <p>4. Local, part of regional/national recognition</p>   | <p>5. Type of Event: Municipal Outreach and Education</p> <p>6. Audience: Residents, Students (2<sup>ND</sup> – 4<sup>TH</sup> Grade)</p> <p>7. Message: ,General stormwater pollution, w/ demonstration using Enviroscope</p>   | <p>8. Estimated Attendance: 95 students + parents and 3 teachers visited the Enviroscope table<br/>Hillbrook School – 37x 2<sup>nd</sup> graders<br/>Lakeside School – 22x 3<sup>rd</sup> graders<br/>St. Mary's School – 36x 4<sup>th</sup> graders<br/>TOTAL = 95 STUDENTS</p> <p>9. Feedback: This event was well-attended. All students enjoyed participating in the Enviroscope activity. Students, teachers and parents showed interest in the topics covered (watershed, stormwater, POCs).</p> <p>10. Brochures &amp; Giveaways Distributed:<br/>95x – "Pest or Pal?" Activity Guide<br/>95x – "Get the Scoop, Don't Pollute" recycled pencils</p> |
| <p><b>1. Event: City of Saratoga "Heritage Day"</b></p> <p>2. Date: 5/21/11</p> <p>3. Location: Saratoga History Museum</p> <p>4. Local</p>   | <p>5. Type of Event: Educational/Fun fair for families, highlighting the City's Heritage Orchard and gardening</p> <p>6. Audience: residents</p> <p>7. Message of materials distributed: IPM/Less-Toxic gardening; use of native/pest-resistant &amp; drought-tolerant plantings</p> | <p>8. Attendees: 200+ residents visited the Museum</p> <p>9. Feedback:</p> <p>10. Materials distributed by WVCWP:<br/>100x "10 Most Wanted Bugs" brochure with seeds</p>   |

|   |  |  |
|---|--|--|
| <b>1. Event: Watershed Watch Car Wash Event</b><br>2. Date: 6/15/11<br>3. Location: Delta Queen Classic Car Wash, 981 E Hamilton Ave, Campbell<br>4. Regional/ Countywide | 5. Type of Event: Car Wash – outreach to discourage car-washing at home<br>6. Audience: Residents/ car wash customers<br>7. Message: Impacts of car washing on stormwater pollution. | 8. Estimated Attendance: over 50 vehicles<br>9. Feedback: Opportunity to speak with over 50 residents about Car Wash pollution.<br>10. Brochures & Giveaways Distributed: 50x - Watershed Watch Discount Cards |
|---|--|--|

**C.7.f. ► Watershed Stewardship Collaborative Efforts**

Summarize watershed stewardship collaborative efforts and/or refer to a regional report that provides details. Describe the level of effort and support given (e.g., funding only, active participation etc.). State efforts undertaken and the results of these efforts. If this activity is done regionally refer to a regional report.

Evaluate effectiveness by describing the following:

- Efforts undertaken
- Major accomplishments

Summary:

During FY 10-11, the Program actively supported the Santa Clara Basin Watershed Initiative (SCBWMI), including the Steering Committee, the Land Use Subgroup, the Santa Clara Valley Zero Litter Initiative, and the Product Action Subgroup. Information on these efforts is included within the C.7 Public Information and Outreach section of the Program's FY 10-11 Annual Report.

| C.7.g. ► Citizen Involvement Events   |   |  |
|---|---|--|
| List the types of events conducted (e.g., creek clean up, storm drain inlet marking, native gardening etc.). Use the following table for reporting and evaluating citizen involvement events.   |   |  |
| Event Details   | Description   | Evaluation of effectiveness  |
| Provide event name, date, and location. Indicate if event is local, countywide or regional  | Describe activity (e.g., creek clean-up, storm drain marking etc.)  | Provide general staff feedback on the event. Provide other evaluation details such as: <ul style="list-style-type: none"> <li>• Number of participants. Any change in participation from previous years.</li> <li>• Distance of creek or water body cleaned</li> <li>• Quantity of trash/recyclables collected (weight or volume).</li> <li>• Number of inlets marked.</li> <li>• Data trends</li> </ul>   |
| <p>The following separate reports developed by SCVURPPP and other organizations also include information about citizen involvement events conducted during FY 10-11:</p> <ul style="list-style-type: none"> <li>• Watershed Watchers: Keeping Our Waterways Clean: FY 10-11 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)</li> <li>• Going Native Garden Tour 2011- Summary Report</li> </ul> <p>These reports are included within the C.7 Public Information and Outreach section of Program's FY 10-11 Annual Report.</p> |   |  |
| <b>1. Event: Creek Cleanup - Coastal Cleanup Day 2010</b><br>2. Date: 9/25/10<br>3. Location: Los Gatos Creek at Creekside Drive, Campbell<br>4. Local site, part of County-wide effort and International event.  | <b>Creek Clean Up Event</b><br><b>Description:</b><br>WVCWP sponsors a Cleanup event at this site in the fall, to address trash which accumulates from homeless and paint over graffiti on the walls. | See "C.10 Trash" for details.<br><b>Volunteers:</b> 13<br><b>Results:</b> Cleaned appx 400 feet of creek length. Picked up appx. 400 lbs of trash. Painted over graffiti on bridge, using paint donated by Kelly-Moore, and supplies donated by Home Depot.<br><b>Distributed:</b><br>1x - "You are the Solution"<br>1x - "Copper & Our Creeks" w/discount card<br>3x - Flyswatter w/ "Pests Bugging You"<br>5x - "10 Most Wanted Bugs" w/ seed packets<br>15x - Re-usable shopping bags: "Clean Creeks, It's In Our Hands"<br>6x - Coastal Cleanup T-shirts (ca 2000) |

|   |  |   |
|---|--|---|
|   |  | 1x – visor<br>2x – Ntl River Cleanup bandanas (ca 2001)<br><b>Feedback:</b><br>2 participants interested in serving as hosts for future sites   |
| <b>1. Event: Schoolyard Litter Pick-up</b><br>2. Date: 4/25/11<br>3. Location: Christa McAuliffe Elementary School, Saratoga<br>4. Local site   | <b>Clean Up Event</b> in combination with an Enviroscope presentation  | <b>Volunteers: 31</b><br><b>Feedback:</b><br>2 Enviroscope presentations were given by WVCWP staff to a 5 <sup>th</sup> /6 <sup>th</sup> grade class. While ½ of class attended the presentation, the other ½ participated in a litter pick-up on the school campus.  |
| <b>1. Event: Great American Pick-up</b><br>2. Date: 5/7/11<br>3. Location: City of Campbell, 4 sites <ul style="list-style-type: none"> <li>• John D. Morgan Park</li> <li>• Hwy 17 from Camden on-ramp to Pedestrian over-crossing</li> <li>• railroad tracks along Winchester Blvd from Hacienda to Kennedy</li> <li>• undercrossing of Creekside of the Los Gatos Creek Trail</li> </ul> 4. Local site, part of County-wide Effort | <b>Clean Up Event</b><br>City of Campbell staff organize and publicize this event; WVCWP staff attends event to provide support and supply additional materials for distribution.  | See C.10 "Trash" for details<br><b>Volunteers: 100</b><br><b>Results:</b><br>26 partially-filled bags of recyclables<br>71 partially-filled bags of trash<br><b>Distributed:</b><br>36x – Re-usable Grocery Bags<br>6x – "Don't Litter" License Plate frames<br>11x – "No Dumping" Plaques<br>23x – "Watershed" Post-it pads  |
| <b>1. Event: Creek Cleanup – High School</b><br>Students adjoining their campus<br>2. Date: 5/14/11<br>3. Location: Prospect High School, Saratoga<br>Saratoga Creek at Prospect Ave.<br>4. Local   | <b>Creek Clean-up Event</b><br><b>Description:</b> WVCWP staff and City of Saratoga staff supervised cleanup of 600 feet of creek bank, near the High School.<br>WVCWP provided trash bags, gloves and litter grabbers for this event.<br>Students handled monitoring tasks during cleanup | See C.10 "Trash" for details<br><b>Volunteers:</b> 17 Prospect High School students<br>1 Teacher<br><b>Feedback:</b><br>The number of students was appx. 50% higher than the previous year, which was a positive comment on the success of this program. The teenagers were excited to participate in the cleanup. Responses: "the event was awesome" "would like to see more students involved"<br><b>Results:</b><br>15 partially-filled bags of trash were collected.<br><b>Distributed:</b><br>16x - sport sacks and 1x re-usable bags: |



**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**C.7 – Public Information and Outreach**

|   |  |  |
|---|--|--|
|   |  | <p>"Clean Creeks: It's in Our Hands"<br/> 5x - Tri-fold "Home Maintenance Tips"</p>  |
| <p><b>1. Event: Creek Cleanup - <u>National River Cleanup Day</u></b><br/> 2. Date: 5/21/11<br/> 3. Location: San Tomas Aquino Creek @ Westmont High, Campbell<br/> 4. Local site, part of County-wide effort and National event.</p> | <p><b>Creek Clean-up Event</b><br/> <b>Description:</b> WVCWP staff and City of Saratoga staff supervised Creek Clean-up.<br/> WVCWP usually sponsors a Cleanup event at this site in the spring, to address trash which accumulates from Westmont High School during the school year. This was the first time this Boy Scout Troop joined this Cleanup.</p> | <p>See "C.10 Trash" for details.<br/> <b>Volunteers:</b> Appx. 20 Boy Scouts<br/> Cleaned appx. 1 mile of creek. Scouts handled monitoring tasks and litter pickup. Scouts were very enthusiastic about the event.<br/> <b>Results:</b><br/> 13 partially-filled bags of trash were collected.<br/> <b>Distributed:</b><br/> 12x - sport sacks:<br/> 4x - re-usable bags: "Clean Creeks: It's in Our Hands"</p>  |
| <p><b>1. Event: Student volunteers Creek Cleanup</b><br/> 2. Date: 5/25/11<br/> 3. Location: Los Gatos Creek Trail at Lark Ave., Los Gatos<br/> 4: Local site</p>   | <p><b>Creek Clean-up Event</b><br/> <b>Description:</b> WVCWP and Town of Los Gatos staff supervised cleanup of creek bank, WVCWP provided supplies (trash bags, gloves, litter grabbers)<br/> Students picked up litter at Town "Hot Spot" and conducted monitoring activities.</p>   | <p>See "C.10 Trash" for details.<br/> <b>Volunteers:</b><br/> 10 St. Mary's Elementary School students (6<sup>th</sup> Grade)<br/> 2 Parents<br/> <b>Results:</b><br/> 3 bags of trash were collected, along with several large items<br/> <b>Distributed:</b><br/> 10x sport sacks and 4x re-usable bags: "Clean Creeks: It's in Our Hands"</p>   |
| <p><b>1. Event: Creek Cleanup - Ongoing</b><br/> 2. Date: Ongoing – Weekly &amp; Quarterly<br/> 3. Location: Los Gatos Creek Trail in Los Gatos<br/> 4. Local site</p>  | <p><b>Creek Clean Up – Ongoing</b><br/> Town of Los Gatos staff coordinate these cleanup with local high school volunteers and AAUW volunteers. Town provides trash bags, litter grabbers, and protective yellow vests.</p>  | <p><b>Volunteers:</b> Appx 3-4 volunteers at a time; varies throughout the year<br/> <b>Results:</b> Appx ½ bag of trash is collected during each weekly clean –up and each quarterly clean-up.<br/> Regular clean-ups along the Los Gatos Creek Trail are carried out weekly by appx 3 high school students. Additional clean-ups and handled quarterly by members of American Assn of University Women.<br/> With these regular clean-ups the LG Creek Trail</p> |

|  |  |  |
|--|--|--|
|  |  | <p>is kept fairly clean, so large quantities of trash aren't collected each time, but they do help to keep trash from accumulating, and from reaching the adjoining creek.</p> <p>Area Cleaned:</p> <p>Miles Ave. to gate at Roberts Road – appx .75 miles</p> |
|--|--|--|

| C.7.h. ► School-Age Children Outreach   |   |   |   |
|---|---|---|---|
| Summarize school-age children outreach programs implemented. A detailed report may be included as an attachment.<br>Use the following table for reporting school-age children outreach efforts.   |   |   |   |
| Program Details   | Focus & Short Description   | Number of Students/Teachers reached   | Evaluation of Effectiveness   |
| Provide the following information:<br>Name<br>Grade or level (elementary/ middle/ high)   | Brief description, messages, methods of outreach used   | Provide number or participants  | Provide agency staff feedback. Report any other evaluation methods used (quiz, teacher feedback etc.). Attach evaluation summary if applicable.   |
| <p>Refer to the C.7 Section of the countywide program's FY 10-11 Annual Report for a description of School-age Children Outreach efforts conducted at the countywide level.</p> <p>The following separate reports developed by SCVURPPP and other organizations also include information about school-age children outreach efforts conducted during FY 10-11:</p> <ul style="list-style-type: none"> <li>• Zun Zun School Assemblies for Watershed Watch Campaign- FY 10-11 Academic Year Final Report</li> <li>• Memorandum- Evaluation of the School Assembly Program- FY 10-11</li> <li>• Watershed Watchers: Keeping Our Waterways Clean: FY 10-11 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)</li> </ul> <p>These reports are included within the C.7 Public Information and Outreach section of Program's (SCVURPPP) FY 10-11 Annual Report.</p> |   |   |   |
| <b>Creek Education program at Audubon Environmental Education Center,</b><br>Target Audience: Elementary  | <b>Topics:</b> creek, watersheds, habitat, litter, pollutants' affect on aquatic life<br><b>Description:</b> Creek Education Field Trip | <b>Attendees:</b><br>In FY 10-11 student participation was:<br>Blue Hills School Elementary School, Saratoga, 3rd Grade<br>Sept. 29 & Oct. 1, 2010<br>■ 85 students<br>■ 7 teachers & aides<br>■ 12 parents | Students are introduced to concepts in the classroom. For the Creek Field Trips, they are driven to the Environmental Education Center, where they are instructed by a Naturalist and they try to identify the issues which they learned about in the classroom.<br>The Creek Field Trip is managed by the City of Cupertino Environmental Programs Coordinator, with help from funding from the City of Saratoga, for Saratoga schools which are in the Cupertino School District. |

|   |  |   |  |
|---|--|---|--|
| <p><b>Elementary school outreach with Enviroscope watershed model</b><br/>Target Audience: Elementary</p>         | <p><b>Topics:</b> Watersheds, stormwater, pollution in creeks<br/><b>Description:</b> Enviroscope Demonstration</p>  | <p><b>Attendees:</b><br/>Presentation was given to the school Environmental Club, Christa McAuliffe School, Saratoga April 6, 2011</p> <ul style="list-style-type: none"> <li>▪ 30 Students</li> <li>▪ 3 Parent Advisors</li> <li>▪ 1 School Principal</li> </ul> | <p>The City of Saratoga provides funding for schools outreach handled by the City of Cupertino Environmental Programs Coordinator (Creek Education Field Trips – see row above)</p> <p>This Saratoga elementary school was not able to participate in the Creek Field Trip this year due to scheduling conflicts, so the Environmental Club requested a presentation instead.</p> <p>Since this event was optional for students, attendance of 30 students shows that it was a successful event.</p>   |
| <p><b>Classroom outreach with Enviroscope</b><br/>Target Audience: Elementary</p>                                 | <p><b>Topics:</b> WVCWP staff presented the Enviroscope watershed model; discussed watersheds, aquifers, sewer vs. stormdrain, POCs (mercury, copper, trash), and some BMPs such as proper car washing, and handling of pet waste.<br/><b>Description:</b> Enviroscope Demonstration</p> | <p><b>Attendees:</b><br/>Christa McAuliffe School<br/>Saratoga<br/>4/25/11<br/>5<sup>th</sup>/6<sup>th</sup> grade class<br/>31 Students</p>  | <p>2 Enviroscope presentations were given by WVCWP staff to a 5<sup>th</sup>/6<sup>th</sup> grade class. While ½ of class attended the presentation, the other ½ participated in a litter pick-up on the school campus.</p> <p>Students seemed to connect well with the information, possibly because they have on-campus vegetable and native gardens. They had just learned about aquifers, and they have on-site recycling and composting.</p> <p><b>Distributed:</b><br/>Items related to the school's garden program<br/>31x "Pest or Pal?" Activity Guide<br/>15x "Most Wanted Bugs" with Yarrow seeds</p> |
| <p><b>Watershed Watchers Program at Don Edwards Wildlife Refuge</b> in Alviso<br/>Target Audience: Elementary</p> | <p>See Watershed Watchers: "Keeping Our Waterways Clean: FY 10-11 Fourth Quarter Report" (includes end-of-year Summary from Alviso Education Center)</p>   | <p><b>FY 10-11 WVC Schools</b> which engaged in field trips to the Watershed Watchers Program:<br/>Grade level: K-8, Throughout school year<br/><u>Blossom Hill ES</u> (Los Gatos): 116 students</p>  | <p>For full details on effectiveness of the Watershed Watchers Program, see the Program (SCVURPPP) report Section C.7.h and the Watershed Watchers Fourth Quarter Report included in the Program Annual Report Appendix 7-5.</p>   |

|   |  |   |   |
|---|--|---|---|
|   |  | <u>Saratoga ES</u><br>(Saratoga): 93 students<br><u>Christa McAuliffe School K-8</u><br>(Saratoga): 40 students<br><u>Hillbrook School K-8</u><br>(Los Gatos): 40 students<br><u>Rolling Hills MS</u><br>(Campbell): 80 students          |   |
| <b>Los Gatos Public Works Open House</b><br>Target Audience: Elementary | <b>Topics:</b> Litter, Trash, Pet Waste, Car Washing<br><b>Description:</b> WVCWP staff gave Enviroscape presentations at the Municipal Public Works/Operations Open House Event | <b>Attendees:</b><br>5/13/11<br><u>Hillbrook School</u> – 37x 2 <sup>nd</sup> graders<br><u>Lakeside School</u> – 22x 3 <sup>rd</sup> graders<br><u>St. Mary's School</u> – 36x 4 <sup>th</sup> graders<br>TOTAL = 95 STUDENTS grades 2-4 | All students enjoyed participating in the Enviroscape activity. Students, teachers and parents showed interest in the topics covered (watershed, stormwater, POCs). Topics generating the most interest:<br>1-Trash; 2-Pesticides; 3-Car Washing; 4-Fluorescent bulbs<br>Several parents commented that they learned a lot from the presentation, and thanked staff for their efforts.<br><b>Distributed:</b><br>95x – “Pest or Pal?” Activity Guide<br>95x – “Get the Scoop, Don't Pollute” recycled pencils<br>This event was well-attended. It is rewarding to see over 100 students and parents make the effort to come to the site and attend the event. |
| <b>Creek Cleanup</b><br>Target Audience: High School                    | <b>Topic: Trash</b><br><b>Description:</b> WVCWP staff and City of Saratoga staff supervised cleanup of 600 feet of creek bank, near the High School.                            | <b>Participants:</b><br>5/14/11<br>17 Prospect High School students<br>1 Teacher<br>WVCWP & City of Saratoga staff  | See “C.10 Trash” for details.<br>WVCWP provided trash bags, gloves and litter grabbers for this event.<br>Students handled monitoring tasks during cleanup.<br>The number of students was appx. 50% higher than the previous year, which was a positive   |

|  |  |   |  |
|--|--|---|--|
|  |  |   | <p>comment on the success of this program. The teenagers were excited to participate in the cleanup. Responses:</p> <p>"the event was awesome"</p> <p>"would like to see more students involved"</p> <p><b>Results:</b></p> <p>15 partially-filled bags of trash were collected.</p> <p><b>Distributed:</b></p> <p>16x sport sacks and 1x re-usable bags:</p> <p>"Clean Creeks: It's in Our Hands"</p> <p>5x Tri-fold "Home Maintenance Tips"</p>  |
| <p><b>Creek Cleanup</b><br/>Target Audience: Middle School</p> | <p><b>Topic: Trash</b><br/><b>Description:</b> WVCWP staff and City of Saratoga staff supervised cleanup of creek adjoining Westmont High School for National River Cleanup Day.</p> | <p><b>Participants:</b><br/>5/21/11<br/>Boy Scout Troop 503, Grades 6-8<br/>Appx. 20 Boy Scouts<br/>WVCWP staff</p>   | <p>See "C.10 Trash" for details.</p> <p>WVCWP usually sponsors a Cleanup event at this site in the spring, to address trash which accumulates from Westmont High School during the school year. This was the first time this Boy Scout Troop attended the Cleanup.</p> <p>Cleaned appx. 1 mile of creek. Scouts handled monitoring tasks and litter pickup. Scouts were very enthusiastic about the event.</p> <p><b>Results:</b></p> <p>13 partially-filled bags of trash were collected.</p> <p><b>Distributed:</b></p> <p>12x sport sacks and 4x re-usable bags:</p> <p>"Clean Creeks: It's in Our Hands"</p> |
| <p><b>Creek Cleanup</b><br/>Target Audience: Middle School</p> | <p><b>Topic: Trash</b><br/><b>Description:</b> WVCWP and Town of Los Gatos staff supervised cleanup of creek bank along Los Gatos Creek Trail, Los Gatos</p>                         | <p><b>Participants:</b><br/>5/25/11<br/>10 St. Mary's Elementary School students (6<sup>th</sup> Grade)<br/>2 Parents<br/>WVCWP &amp; Town of Los Gatos staff</p> | <p>See "C.10 Trash" for details.</p> <p>WVCWP provided trash bags, gloves and litter grabbers for this event.</p> <p>Students handled monitoring tasks during cleanup.</p> <p>This was the first year St. Mary's students have come to volunteer for a creek cleanup; last year a younger group performed cleanup tasks at the school, in conjunction with</p>   |

|   |   |   |  |
|---|---|---|--|
|   |   |   | <p>WVCWP EnviroScape presentations.</p> <p><b>Results:</b><br/>3 bags of trash were collected, along with several larger items</p> <p><b>Distributed:</b><br/>11x sport sacks and 4x re-usable bags:<br/>“Clean Creeks: It's in Our Hands”</p>   |
| <p><b>Creek Cleanup - Ongoing</b><br/>Target Audience: High School</p>  | <p><b>Topic: Trash</b><br/><b>Description:</b> Town of Los Gatos staff coordinate weekly cleanup of hiking/bike trail adjoining Los Gatos creek</p> | <p><b>Participants:</b><br/>3 students from the LG-Saratoga High School District</p>  | <p><b>Results:</b> Appx ½ bag of trash is collected during each weekly clean-up<br/>Regular clean-ups along the Los Gatos Creek Trail are carried out weekly by appx 3 high school students.<br/><br/>With these regular clean-ups the LG Creek Trail is kept fairly clean, so large quantities of trash aren't collected each time, but they do help to keep trash from accumulating, and from reaching the adjoining creek.<br/><br/>Area Cleaned: Miles Ave. to gate at Roberts Road – appx .75 miles</p> |
| <p><b>Zun Zun School Assemblies</b><br/>Target Audience: Elementary</p> | <p>See “Zun Zun ... FY 10-11 Academic Year Final Report” for assembly details</p>   | <p><b>Participants:</b><br/><u>Castlemont Elementary</u><br/>Campbell<br/>11/16/10<br/>2 Shows<br/>750 students<br/><br/><u>Blue Hills Elementary</u><br/>Saratoga<br/>1/19/11<br/>2 Shows<br/>500 students</p> | <p>For full details on effectiveness of the Zun Zun shows in general, see the Program (SCVURPPP) report Section C.7.h. and Memorandum- Evaluation of the School Assembly Program- FY 10-11.</p>  |

|  |  |  |  |
|--|--|--|--|
|  |  | <u>Stratford Elementary</u><br>Los Gatos<br>1/28/11<br>2 Shows<br>300 students |  |
|--|--|--|--|



# **APPENDIX C7**

## **Public Information and Outreach**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



## ***C7bii1 Local Advertising, Creative [Material] Development and Outreach Used C7c Media Relations***

### **1. Newsletters, Newspaper Articles, Web Postings**

WVCWP staff prepares articles/press releases for local newspapers, municipal newsletters, and websites for the 4 WV Communities.

(1) Newsletters: Submissions to newsletters depends upon timeliness of newsletter distribution to residents vs topics covered. Municipal staff also prepare articles relevant to stormwater issues, as feasible, based on priorities of municipal news.

- (i) Campbell Profile
- (ii) Campbell Courier (Senior Center)
- (iii) Los Gatos Vista
- (iv) Los Gatos Growing Greener
- (v) Keep Los Gatos Beautiful
- (vi) Monte Sereno Newsletter
- (vii) The Saratogan

(2) Local Newspapers: WVCWP staff submits Press Releases to 3 local weekly papers; WVCWP staff answers reporters' questions and provides graphics.

- (i) Campbell Reporter
- (ii) Los Gatos Weekly
- (iii) Saratoga News

(3) Websites

- (i) City of Campbell Website
  - a. Main Page
  - b. Engineering/PW
- (ii) Town of Los Gatos Website
  - a. Los Gatos 'What's New'
  - b. Public Works
  - c. Environmental Programs
- (iii) City of Saratoga Website
  - a. City News (Home Page)
  - b. Saratoga Calendar
- (iv) Watershed Watch
- (v) West Valley Clean Water Program
  - a. [www.cleancreeks.org](http://www.cleancreeks.org)
- (vi) SCVURPPP
- (vii) Our Water Our World (BASMAA)

## **2. PRESS RELEASES SUBMITTED to: Newsletters, Newspaper Articles, Web Postings and PRESS RELEASES PRINTED / POSTED TO WEBSITES**

### **1<sup>st</sup> Quarter 2010 – July, August, September**

**Coastal Cleanup Day – Creek Clean-up Event** (info for WVCWP-sponsored site at Los Gatos Creek Trail)

Submitted to Campbell Profile (based on appropriate timing of this muni newsletter's distribution to homes)

Printed in: Campbell Profile (Municipal Newsletter) Fall 2010

**Pollution Prevention Fair** (Thermometer Exchange, Battery Recycling, etc.)

Long article and short article

Submitted to Campbell Reporter, Los Gatos Weekly, Saratoga News, Campbell Courier, Campbell Profile, WV Communities municipal websites

Printed in: Los Gatos Weekly 9/13/10

Printed in: Campbell Reporter 9/16/10

Printed in: Saratoga News 9/13/10

Printed in: Campbell Courier (Senior Center)

Printed in: Campbell Profile (Municipal Newsletter)

**Green Gardeners Class** – upcoming registration for Fall classes; recommendation to WV homeowners to encourage their landscaping contractors to register

Submitted to Campbell Reporter, Los Gatos Weekly, Saratoga News

Printed in: Los Gatos Weekly, 9/7/10

Printed in: Saratoga News, 9/7/10

### **2<sup>nd</sup> Quarter 2010 – October, November, December**

**Thermometer Exchange at Saratoga Health Fair** (Thermometer Exchange, Battery Recycling, Eyeglasses Recycling)

Submitted to Campbell Reporter, Los Gatos Weekly, Saratoga News,  
WV Communities municipal websites

Printed in: Saratoga News - "Brief" – 10/28/10

Printed in: Saratoga News - Article – 11/2/10

Printed in: Los Gatos Weekly – 10/25/10

Printed in: Campbell Reporter – 10/28/10

Posted at: City Of Saratoga Website Home Page 10/25/10

Posted at: City Of Saratoga Website Community Calendar

Posted at: Campbell Senior Center – Posted & Printed & Distributed

### **3rd Quarter 2011 – January, February, March**

**Green Gardeners Class** – upcoming registration for Spring classes;  
recommendation to WV homeowners to encourage their landscaping  
contractors to register

Submitted to Campbell Reporter, Los Gatos Weekly, Saratoga News,

Printed in: Saratoga News - "Shorts" 2/7/11

**Thermometer Exchange at Los Gatos Senior Center** (Thermometer  
Exchange, Battery Recycling, Eyeglasses Recycling)

Submitted to Campbell Reporter, Los Gatos Weekly, Saratoga News,  
WV Communities municipal websites, Los Gatos Senior Newsletter, "Keep  
Los Gatos Beautiful", Los Gatos Growing Greener

Printed in: Los Gatos Weekly – "Shorts" – 3/28/11

Printed in: Los Gatos Senior Citizen News

Printed in: "Keep Los Gatos Beautiful" flyer & web posting

Printed in: Los Gatos "Growing Greener" newsletter - March

Printed in: Los Gatos "Healthy Bites" (Adult Recreation lunch) flyer – March/April

### **4th Quarter 2011 – April, May, June**

#### **Articles and graphics for Municipal Newsletters and Websites:**

(Due to the long 'lead' time with Municipal Newsletters, some of these articles  
will be published in FY 11-12)

1) "The Carpet's Clean – but what about the Creek?"

➔ With "Greywater" CLAIRE WATER CARTOON

Proper disposal of washwater for homeowners and their contractors

Printed in: Los Gatos "Vista" municipal newsletter – Spring 2011

Posted on: City of Saratoga Website, Home Page, "City News" 4/11

Submitted for Council Approval in June: "The Saratogan" municipal newsletter (for distribution to homes early Fall 2011)

2) "Those Home Improvement Projects Can Really Add Up – To Pollution!"

➔ With "Painting Cleanup" CLAIRE WATER CARTOON

Proper disposal of paint and washwater for homeowners and their contractors

Printed in: "Monte Sereno Newsletter" municipal newsletter (printed in June, distributed to homes July 2011)

Posted on: City of Saratoga Website, Home Page, "City News" 4/11

Submitted for Council Approval in June: "The Saratogan" municipal newsletter (for distribution to homes early Fall 2011)

3) "Did You Know – There May Be Heavy Metal In Your Pool"

➔ With "Pool Draining" CLAIRE WATER CARTOON

Proper handling of pool and spa draining for homeowners and their contractors; advice on copper-free pool maintenance

Submitted to Campbell Profile, Los Gatos Vista, Monte Sereno Newsletter, The Saratogan, and WV Communities municipal websites

Posted on: City of Saratoga Website, Home Page, "City News" 4/11

Submitted for Council Approval in June: "The Saratogan" municipal newsletter (for distribution to homes early Fall 2011)

# **Section 8: Provision C8 Water Quality Monitoring**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





Section 8 - Provision C.8 Water Quality Monitoring

**C.8 ► Water Quality Monitoring**

State below if information is reported in a separate regional report. Municipalities can also describe below any Water Quality Monitoring activities in which they participate directly, e.g. participation in RMP workgroups, fieldwork within their jurisdictions, etc.

Summary

During FY 10-11 we contributed, through SCVURPPP, to the BASMAA Regional Monitoring Coalition (RMC). In addition (through SCVURPPP), we contributed financially to the Regional Monitoring Program for Water Quality in the San Francisco Estuary (RMP) and were represented at RMP committees and work groups. For additional information on monitoring activities conducted by SCVURPPP, BASMAA RMC and the RMP, see the C.8 Water Quality Monitoring section of SCVURPPP's FY 10-11 Annual Report.

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 9: Provision C9 Pesticides Toxicity Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 9 – Provision C.9 Pesticides Toxicity Controls

**C.9.a ► Adopt an Integrated Pest Management (IPM) Policy or Ordinance**

Attach a copy of your individual IPM ordinance or policy. (Water Board staff requested resubmittal for FY 10-11.)

X

**Attached**

**Not attached**, explain below

If **Not attached**, explain:

Describe mechanism for adopting/formalizing your agency's IPM ordinance or policy (e.g., department head approval, integration into SOPs, staff training:

The City of Monte Sereno's IPM Policy was adopted administratively in 2002. All City staff receive an annual memo with a reminder of City policy, and instructions that no over-the-counter pesticides are to be used, by any employee, on municipal property. All municipal staff also regularly receive information via e-mail on general IPM implementation with reference links, which helps reinforce the City's IPM Policy.

**See Appendix C9: C.9.a IPM Policy**

**C.9.b ► Implement IPM Policy or Ordinance**

Report implementation of IPM BMPs by showing trends in quantities and types of pesticides used, and suggest reasons for increases in use of pesticides that threaten water quality, specifically organophosphates, pyrethroids, carbaryl, and fipronil. A separate report can be attached as evidence of your implementation.

City of Monte Sereno had no pesticide usage in FY 10-11, or in FY 09-10. City Hall/Municipal Property consists of ½ acre, including buildings and parking lot; there is a very small landscaped area in front of the municipal buildings. Any weeds in the landscaping are hand-pulled. Any gopher infestations are handled by trapping. Pest control inside buildings is handled by good sanitation practices; if any ants appear, they are removed by washing with soapy water.

| Trends in Quantities and Types of Pesticides Used <sup>47</sup> |                      |          |          |          |          |
|---|----------------------|----------|----------|----------|----------|
| Pesticide Category and Specific Pesticide Used                  | Amount <sup>48</sup> |          |          |          |          |
|   | FY 09-10             | FY 10-11 | FY 11-12 | FY 12-13 | FY 13-14 |
| Organophosphates  | Ø                    | Ø        |          |          |          |
| Pyrethroids   | Ø                    | Ø        |          |          |          |
| Carbaryl  | Ø                    | Ø        |          |          |          |
| Fipronil  | Ø                    | Ø        |          |          |          |

|  |    |
|--|----|
| <b>C.9.c ▶ Train Municipal Employees</b>   |    |
| Enter the number of employees that applied or used pesticides (including herbicides) within the scope of their duties this reporting year.<br><br>City employees do <u>not</u> apply pesticides. The City's landscaper does <u>not</u> apply pesticides.<br>All City staff receive an annual memo with a reminder of City policy, and instructions that no over-the-counter pesticides are to be used, by any employee, on municipal property. | 0  |
| Enter the number of these employees who received training on your IPM policy and IPM standard operating procedures within the last 3 years.  | na |
| Enter the percentage of municipal employees who apply pesticides who have received training in the IPM policy and IPM standard operating procedures within the last three years.   | na |

|   |   |     |                                       |    |
|---|---|-----|---------------------------------------|----|
| <b>C.9.d ▶ Require Contractors to Implement IPM</b>                                       |   |     |                                       |    |
| Did your municipality contract with any pesticide service provider in the reporting year? | <input type="checkbox"/>  | Yes | <input checked="" type="checkbox"/> X | No |
| If yes, attach one of the following:  |   |     |                                       |    |
| <input type="checkbox"/>  | Contract specifications that require adherence to your IPM policy and standard operating procedures, OR |     |                                       |    |
| <input type="checkbox"/>  | Copy(ies) of the contractors' IPM certification(s) or equivalent, OR                                    |     |                                       |    |
| <input type="checkbox"/>  | Equivalent documentation.   |     |                                       |    |
| If <b>Not attached</b> , explain:   |   |     |                                       |    |

<sup>47</sup> Includes all municipal structural and landscape pesticide usage by employees and contractors.

<sup>48</sup> Weight or volume of the product or preferably its active ingredient, using same units for the product each year.

**C.9.e ►Track and Participate in Relevant Regulatory Processes**

Summarize participation efforts, information submitted, and how regulatory actions were affected **OR** reference a regional report that summarizes regional participation efforts, information submitted, and how regulatory actions were affected.

Summary:

During FY 10-11, we participated in regulatory processes related to pesticides through contributions to the countywide Program, BASMAA and CASQA. For additional information, see the Regional Pollutants of Concern Report submitted by BASMAA on behalf of all MRP Permittees.

**C.9.f ►Interface with County Agricultural Commissioners**

Did your municipal staff observe any improper pesticide usage or evidence of improper usage (e.g., pesticides in storm drain systems, along street curbs, or in receiving waters) during this fiscal year?

☐

Yes

☒

No

If yes, provide a summary of improper pesticide usage reported to the County Agricultural Commissioner and follow-up actions taken to correct any violations. A separate report can be attached as your summary.

**C.9.h.ii ►Public Outreach: Point of Purchase**

Provide a summary of public outreach at point of purchase, and any measurable awareness and behavior changes resulting from outreach (here or in a separate report); **OR** reference a report of a regional effort for public outreach in which your agency participates.

Summary:

See the C.9 Pesticides Toxicity Control section of Program's FY 10-11 Annual Report for information on point of purchase public outreach conducted countywide and regionally.

Three stores in the WVC participated in the Our Water Our World point of purchase program in FY 10-11:

Home Depot – Campbell; Summer Winds – Campbell; Ace Hardware – Los Gatos

SCVURPPP-sponsored training was provided for employees at two WV stores in FY 10-11:

1/31/11 at Home Depot, Campbell

3/17/11 at Ace Hardware, Los Gatos (attended by WVCWP staff)

Trainings were provided for two groups of employees at each site, one hour for each group.

Topics covered included: 1. Use of organic fertilizer; 2. Pesticides to kill; 3. Preventative means of eliminating bugs; 4. Ten Most Wanted Bugs; 5. Traps. The OWOW website was referenced. Discussed how to provide this information to customers and to reference the shelf talkers.

Handouts: You are the Solution to Water Pollution, IPM Resources, CA plants for native bees, The 10 most wanted bugs, How products work, Introducing the IPM Partnership, Reading Pesticide Labels, Less toxic product list, OWOW IPM Sheets

No point of purchase is located in Monte Sereno.

**C.9.h.vi ► Public Outreach: Pest Control Operators**

Provide a summary of public outreach to pest control operators and landscapers and reduced pesticide use (here or in a separate report); **OR** reference a report of a regional effort for outreach to pest control operators and landscapers in which your agency participates.

Summary:

See the C.9 Pesticides Toxicity Control section of Program's FY 10-11 Annual Report for a summary of our participation in and contributions towards countywide and regional public outreach to pest control operators and landscapers to reduce pesticide use.

WVCWP submitted Press Releases to local weekly papers to advertise upcoming "Green Gardener" classes (Countywide training program) for Landscaping Contractors. Residents were encouraged to inform their personal landscaping contractors about these classes. Articles on the subject were subsequently published in the newspapers. See **APPENDIX C7: Attachment C7bc Advertising and Media Efforts** for details.



# **APPENDIX C9**

## **Pesticides**

### **Toxicity Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **City of Monte Sereno Integrated Pest Management Plan**

***March 8, 2002***

**Appendix C9 - i**

## Table of Contents

|   |          |
|---|----------|
| <b>I. Policy Statement .....</b>                                  | <b>3</b> |
| <b>II. Integrated Pest Management Plan Outline</b>                |          |
| <b>IPM Plan Components</b>  |          |
| a) Restricted Chemicals .....                                     | 4        |
| b) Staff Education and Training .....                             | 4        |
| c) Record Keeping and Annual Evaluation.....                      | 4        |
| d) Public Outreach .....  | 5        |
| e) Contractor Compliance .....                                    | 5        |
| f) Pest-Specific IPM Plans.....                                   | 5        |
| <b>III. Reporting Forms and Attachments</b>                       |          |
| Attachment A-“IPM Plan” Checklist.....                            | 7        |
| Attachment B-Pest Specific IPM Plans .....                        | 9        |
| Attachment C- Monte Sereno Contractor Pesticide Use Summary ..... | 15       |
| Attachment D- Annual “IPM Plan” Report .....                      | 17       |

## **Policy Statement**

The City of Monte Sereno will carry out its pest management operations using reduced-risk IPM techniques to reduce or eliminate chemicals to the maximum extent. Chemicals will be used only as a last resort for pest management problems. The City will maintain an active IPM plan to ensure the long-term prevention or suppression of pest problems with minimum negative impact on human health, non-target organisms, and the environment.

The City will actively pilot non-toxic alternatives for structural and landscape pest control, seeking to use the most recent technology, best management practices, and least toxic methods for all pest control measures.

The City will use appropriate venues to educate staff and the public about its IPM commitment in an effort to role model less toxic approaches to structural and landscaping pest control.

## **Integrated Pest Management Plan**

### **A. Restricted Chemicals**

Pesticides are defined as: any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest. Pests can be insects, mice and other animals, unwanted plants (weeds), or fungi. The term pesticide applies to herbicides, fungicides, rodenticides, molluscicides and other substances used to control pests.

City employees and City contractors will not use the following pesticides: Acute Toxicity Category I chemicals, and Category II chemicals as identified by the Environmental Protection Agency (EPA), diazinon, chlorpyrifos, and chlorpyralid. Emergency applications may be authorized via the completion of a written request and approval by the City Manager

The purchase of any pesticide by staff is prohibited unless directed by a Monte Sereno Pest Control Advisor or licensed contractor. Structural pest management actions will be managed and overseen by the Finance Officer.

### **B. Staff Education and Training**

*The City will provide City-wide IPM training.* City staff who are not applying pesticides as part of their regular job will receive annual outreach from City staff about the City's IPM policy and appropriate procedures for controlling pests.

*Applicator training and supervision:* City staff who manage pest problems or who apply pesticides as part of their job will be trained annually on "Integrated Pest Management" and less toxic methods to control common pests.

### **C. Record Keeping and Annual Evaluation**

All contractors who apply pesticides will maintain pest management and pesticide application records using the Monthly Contractor Pesticide Use Record (Attachment C) Copies should be sent to the City Manager. Pesticide use records will record the amount used, date and location of use, target pest, and biological and mechanical controls used. All records will be made available to the public upon request.

Annual Evaluation – City staff will prepare an annual summary of pest management problems. Because this is a County-wide storm water permit requirement, the West Valley Clean Water Program will be responsible for consolidating the monthly use reports and preparing the annual report. Attachment A includes a checklist of annual and on-going IPM Plan responsibilities

### **D. Public Outreach**

The City will use appropriate opportunities to communicate with the public about IPM strategies and their benefits. Public outreach will include:

Appendix C9 - iv

- IPM information provided to local schools, residents, and businesses via special events, IPM workshops, advertisements, and point-of-sale (hardware and nurseries).
- Pesticide disposal options: Residential and business pesticide disposal options will be provided and promoted through the City's Household Hazardous Waste Program.
- All IPM and pesticide use records will be made available to the public within one week of request.

**E. Contractor Compliance**

Monte Sereno's contractors must follow all aspects of the Monte Sereno IPM Plan, including the restrictions contained in "A" above.

**F. Pest Specific IPM Plans**

The City will maintain pest-specific IPM Plans which will outline pest management guidelines for the most persistent and frequent pests (See Attachment C). The IPM Plans will:

- Use preventative maintenance and the most recent best management practices as a primary strategy to prevent key pests and thereby minimize the use of chemical pesticides.
- Establish inspection procedures for key pests to monitor pest population and tolerance levels based on the biological, aesthetic, and economic loss each site can tolerate, and set pest population levels at which corrective action should be taken.
- Use alternative control options such as (but not limited to): habitat management (changing the biological environment), maintenance practices (modifying watering, mulching, waste disposal), physical controls (mechanical removal, traps and barriers), biological controls (use of natural enemies), and re-design (modifying landscape design) to the maximum extent practical.
- Pilot and report on the results of new less-toxic measures for animal or plant pest control.





*Attachment A*

**Checklist of Annual and On-going  
“IPM Plan” Responsibilities**

Appendix C9 - vii

## **“IPM Plan” Checklist**

### ***IPM Requirements***

#### **Pesticide Use**

The following pesticides are prohibited from use: Category I chemicals, Category II chemicals, diazinon, chlorpyrifos, and chlorpyralid.

#### **Employee purchase of pesticides:**

Employees may not purchase pesticides of any kind through City contracts, or blanket accounts without the written permission of a certified pest control advisor.

#### **Contractors**

Contractors will comply with all elements of the City’s pesticide plan and must make arrangements with division staff for reporting.

---

### **Annual Responsibilities**

The City will complete or provide the following by February 1 each year:

- ☐ Review Pest Specific IPM plans for any updates, changes, and for evaluation from previous year.
- ☐ Complete the *Annual “IPM Plan”* (Attachment C) and provide to City Manager by February 1 of each year.
- ☐ Provide/attend annual IPM training on seasonally relevant topics.
- ☐ Pilot new least-toxic IPM strategies.

---

### **On-Going Responsibilities**

- ☐ Maintain and adhere to site specific IPM Plans (see Attachment A, Ant IPM Plan, and Mouse IPM Plan)
- ☐ Report all pesticide applications using Attachment B - *Monthly Contractor Pesticide Use Record* to the City Manager
- ☐ Trial new least-toxic IPM strategies

***Attachment B***

**Pest-specific “IPM Plans”**

## “Ant IPM Plan”

### Ant Control and Management!

**Goals:**

- Remove ant invasion and protect human and environmental health using the least-toxic products and methods.
- Reduce honeydew producing insects (e.g., aphids, scales, psyllids) which attract ants.

**Tolerance level:** Low

**Argentine ant facts:**

- Argentine ants eliminate *native* ant species, are territorial, have many queens, and reproduce rapidly
- Colonies have shallow nests and readily move into structures when weather is too hot, cold, wet, or dry, or when natural food supplies decline. They will also nest in the moist soil of potted plants, in walls, and traverse through the walls on electrical and plumbing conduits.
- Adult ants feed principally on carbohydrates/sugars while gathering proteins to feed young.
- Argentine ants have young which serve as the “stomach of the colony” and digest solids which they regurgitate and feed to adults (adults only feed on liquids). **This is why slow-acting baits work best. Fast acting baits kill the workers before they feed the young, colony ants and queens.**
- Populations are synergistic with honeydew producing insects. The ants herd them, protect them from biocontrols and clean up honeydew so the plant pests can increase.

**For additional information, visit:**

<http://www.ipm.ucdavis.edu/PMG/selectnewpest.home.html>

### Cleaning up an immediate ant problem

**Inside –**

- Use a vacuum to remove ants. If the suction does not kill them then the dust inside the vacuum will.
- Use soapy water, glass cleaner or products such as Orange Guard\*. This removes the ant scent trail.
- Caulk cracks and dust inside walls with diatomaceous earth. This makes the space in the walls uninhabitable for ants.
- Remove what is luring them inside-garbage, food, water, shelter. Thoroughly clean the area.
- Place bait in places not accessible to children and pets.

**Outside –**

- Apply granular baits where ants are seen (see list for approved baits. Be sure to follow label directions). Do not overbait.

Outside baiting done properly will leave no ants to invade nearby buildings. Sometimes ants invade from quite a distance and cross areas where resident ants have been eliminated. If ants persist, try switching baits-their food preferences change abruptly.

When ants decline and can no longer protect honeydew producing pests, other predators such as wasps, ladybird beetles, lacewings are able to kill the plant pests.

### **Bait effectively**

Baits are the most effective ant control because they kill a majority of the population as opposed to sprays which kill just those ants in the sprayed area.

#### **Bait tips:**

**Where to bait:** Bait outside, along building perimeters, and away from people. Look at past complaint logs, exactly where were these complaints. Ask where did you last see the ants?

**When to bait: The best time to bait is early spring** where the food supply is variable and the ants are foraging for food.

**February to May** (or during warm weather): Use protein baits (e.g., Maxforce/Combat) when the ants have larvae that feed off the protein. When the larvae eats the protein the slow acting bait is passed up the food chain to the queen. This will kill the colony!

**Year Round:** Use a carbohydrate bait (e.g., Terro) throughout the year, especially during the winter when the ants are typically not eating. Note that this is faster acting bait than the protein and for that reason; it will not wipe out the entire colony.

**Slow-acting baits work best** because Argentine ants have young which serve as the “stomach of the colony” digesting solids which they regurgitate and feed to adults. Fast acting baits kill the workers before they feed the young, colony ants and queens.

#### **Approved baits and ant supplies:**

##### **During warm weather and seasons when there are young**

- MaxForce Ant Killer Bait gel (fipronil).
- Combat or MaxForce granular insect bait (hydramethynon)
- Niban

**All seasons**

- Terro Ant Killer Liquid Ant Baits (plastic station with 11 cc. = 0.36 oz)

**Dust barriers** (for wall cracks-makes crawl spaces uninhabitable)

- Diatomaceous earth
- Tim Bor (to control carpenter ants, 1-3 teaspoons dusted into the boxes of wall sockets and electrical switches).

## **Why don't we just use spray?**

### ***Health Risks Associated with Traditional Ant Sprays***

**When sprays are used, only one percent of the mix reaches the targeted pest.** Ninety-nine percent of it is lost as pollution which impairs air quality for humans. Human health risks associated with pesticides:

**Children are more sensitive to pesticides.** Ant sprays or bombs usually kill pests by disrupting their nervous system. These same chemicals can affect people, especially young children whose small body size and developing nervous systems make them more susceptible to hazards of pesticides.

**Environmental concerns:** Water quality and wildlife are affected by the pesticides and other chemicals we use. Run-off carries chemicals into storm drains, creeks and then the Bay impairing those ecosystems.

## **“Mouse IPM Plan”**

### **Mouse Control and Management**

**Goal:** Prevent or stop structural damage due to rodents.

**Tolerance level:** inside tolerance is zero.

**Quick facts:**

- Most reports about rat problems are actually mouse problems.
- Because controls for mice and rats are somewhat different it is important to accurately identify the cause of the infestation.
- Removal of mice should be followed by taking steps to exclude them so that the problem does not reoccur.

**For additional information, visit:**

<http://www.ipm.ucdavis.edu/PMG/selectnewpest.home.html>

#### **Mouse or rat? Identify the pest correctly.**

Because the controls for mice and rats are somewhat different it is important to accurately identify the cause of the infestation.

- Evidence of mouse infestation: droppings, holes chewed in food containers, gnawed edges and holes chewed through walls. In large populations there is a distinctive “mousy” odor. Mice are often active in the daytime.
- House mouse droppings look like grains of rice. A mouse can produce 30-50 droppings per day so the droppings accumulate rapidly. If all the droppings are the same size there is probably only one mouse. Multiple sizes indicate a breeding population. Mouse droppings can be removed to see if an infestation is active.
- Seeing one mouse does not indicate a large infestation.

#### **Effective Trapping**

Snap traps provide a fast, non-toxic, economical way to catch mice.

- Used traps catch more mice than clean un-used traps. Use four traps for every estimated mouse.
- Use enough traps to catch all the mice at once to reduce the possibility of “trap shyness.”
- Peanut butter is a good bait. If a mouse is hard to catch use white glue to attach an M&M, jelly bean (or a hard candy) to the trigger.

- Trap placement is critical. Mice can live between traps set too far apart (five feet). Mice run along walls and are often caught by blundering into traps. A trap even an inch away from the wall will catch less than one set right against the wall. Two traps can be set back-to-back along a wall. If mice jump over the trap(s) build an artificial tunnel with a piece of cardboard, shingle, etc.
- Place a piece of paper under the trap to catch any fluids, pick up the trap and mouse in a plastic bag, and dispose of the catch and trap in an outside trash container. The odor will escape a plastic bag, so do not place a bagged dead rodent in inside trash.

### **Preventing mouse problems**

Rodents, mice and rats, dribble urine as they walk leaving an odor trail that may persist for five to ten years. New mice can easily find their way in unless the access is repaired.

- Inspect the outside of a building looking for any gap greater than ¼” (a pencil width). These gaps are potential mouse access points. Under outside doors, broken foundation vent screens, and utility penetrations (water, sewer and electrical). Check utility boxes in walls). Check for holes where new additions are joined to existing structures.
- It may be necessary to cover the edges of doors and windows with metal to prevent gnawing. Plastic screening, rubber or vinyl, wood, and other gnawable materials are unsuitable for plugging holes used by mice.
- Materials used to seal gaps are patching cement, ¼” mesh wire, door sweeps (install to corners - do not cut short). Steel wool is sometimes used, but it can rust and leave stains. Copper, or stainless steel dish scrubbers are better. Mice can easily chew through plastic foam. To prevent this put a layer of wire in the foam.

### **Sanitation is essential.**

The less food and shelter available the more stressed the animal is and the easier to catch.

- Kibbled pet food and birdseed should be stored in metal containers.
- Lunchroom areas should be kept clean and swept.
- Keep counters wiped down with soapy water or surface cleaner.

### **Approved rat supplies:**

- All traps
- Plaster lath wire, or ¼ inch hardware cloth



*Attachment C*

**Monte Sereno Contractor Monthly Pesticide Use Summary**

**Attachment C****Date:****Company Name:****Contact/Phone:****City of Monte Sereno Contact:****Monte Sereno Contractor Monthly Pesticide Use Summary**

1. List all total chemicals (including baits) and biological/mechanical (traps, hoeing, mulching, release of predator, landscape design controls, etc.) used at each site serviced.

| Specific Location | Active Ingredient | Trade Name/EPA # | Quantity | Biological/<br>Mechanical Control | Target Pest |
|-------------------|-------------------|------------------|----------|-----------------------------------|-------------|
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |
|                   |                   |                  |          |                                   |             |

***Attachment D***  
**Annual “IPM Plan” Report**

Appendix C9 - xvii

## Attachment D

Division contact/ext:

Date:

## Annual “IPM Plan” Report

Please complete the following information and submit to the City Manager by February 1.

- A. List all training attended that demonstrates compliance with city IPM training requirements. Include name and title of attendee, title and date of training, and brief description of training. Also describe any training needs/requests for the coming year.
- B. List and describe the pest problem trends your city dealt with this year, including peak season problems and non-chemical/structural/landscape solutions that were used.
- C. Which IPM pesticide alternatives were considered and tested. Please explain the reason for their inclusion or rejection for City use.
- D. List goal(s) for the following year.

# **Section 10: Provision C10 Trash Load Reduction**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 10 - Provision C.10 Trash Load Reduction

**C.10.a.i ► Short-Term Trash Loading Reduction Plan**

*(For FY 10-11 Annual Report only)* Provide description of actions/tasks initiated/conducted/completed in developing a Short-Term Trash Loading Reduction Plan (due February 1, 2012).

Description:

See the C.10 Trash Load Reduction section of Program's FY 10-11 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees.

**C.10.a.ii ► Baseline Trash Load and Trash Load Reduction Tracking Method**

*(For FY 10-11 Annual Report only)* Provide description of actions/tasks initiated/conducted/completed to gather trash loading data and in developing a Baseline Trash Load and Trash Load Reduction Tracking Method (due February 1, 2012).

Description:

See the C.10 Trash Load Reduction section of Program's FY 10-11 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees.

**C.10.a.iii ► Minimum Full Trash Capture**

*(For FY 10-11 Annual Report and Each Annual Report Thereafter)* Provide description of actions/tasks initiated/conducted/completed in implementing Minimum Full Trash Capture Devices (due July 1, 2014) within individual jurisdictions. Include information on Full Trash Capture Devices installed under Bay-area Wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership.

Description:

See the C.10 Trash Load Reduction section of Program's FY 10-11 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees, including information on Region wide (SFEP/ABAG) grant. Municipality is participating in grant purchase of full capture devices and is preparing for installation.

**C.10.b.iii ► Trash Hot Spot Assessment**

*(For FY 10-11 Annual Report and Each Annual Report Thereafter)* Provide volume of material removed from each Trash Hot Spot cleanup, and the dominant types of trash (e.g., glass, plastics, paper) removed and their sources to the extent possible. Provide required photo documentation.

Fill out the following table or attach a summary of the following information.

| <b>Trash Hot Spot</b> | <b>Cleanup Date</b> | <b>Volume of Material Removed (Cubic Yards)</b> | <b>Dominant Type of Trash</b>   | <b>Trash Sources (where possible)</b>       |
|-----------------------|---------------------|---|---|---|
| WVC03                 | 4/17/10             | 2.531   | Convenience/fast food items, other plastic products, paper and cardboard, Aluminum cans, plastic bags, scrap metal  | Trash accumulation, Litter                  |
| WVC02                 | 5/15/10             | 2.057   | Bottles (plastic and glass), Aluminum cans, Convenience/fast food items, cigarette butts, other plastic products, shopping carts, scrap metal               | Trash accumulation, illegal dumping         |
| WVC04                 | 6/15/10             | 1.290   | Paper and cardboard, plastic bags, other, cigarette butts   | Litter                                      |
| WVC01                 | 9/25/10             | 4.872   | Plastic bags, Glass pieces, Convenience/fast good items, paper and cardboard, fabric and cloth, cigarette butts, shopping carts, bags of trash, wood debris | Litter, Homeless encampments                |
| WVC03                 | 5/14/11             | .748  | Convenience/fast food items, plastic bags, other plastic products, paper and cardboard, cigarette butts, wood debris, bricks, concrete                      | Trash accumulation, Litter                  |
| WVC02                 | 5/21/11             | 1.535   | Convenience/fast food items, paper and cardboard, bottles (plastic and glass), Styrofoam, cigarette butts, scrap metal, wood debris, tires, rebar           | Trash accumulation, litter, illegal dumping |
| WVC04                 | 5/25/11             | .262  | Convenience/fast food items, other plastic products, cigarette butts, paper and cardboard, bottles (plastic or glass) scrap metal                           | Trash accumulation, litter, illegal dumping |
| <b>Total</b>          |                     | 13.263  |   |   |



**C.10.d ► Summary of Trash Load Reduction Actions**

Provide summary of new trash load reduction actions or increased levels of implementation of existing actions that were implemented after adoption of the MRP (control measures and best management practices) including the types of actions and levels of implementation, and the total trash loads and dominant types of trash removed from each type of action.

Suggested trash load reduction actions to track and report may include:

- Anti-litter Campaigns
- Anti-litter/Dumping Enforcement Activities
- Curbside Recycling Programs
- Education and Outreach Efforts
- Free Trash Pickup/Dropoff Days
- County HHW Program Activities
- Improved Trash Bin Management
- Inspection/Maintenance of Storm Drain Outfalls
- Litter Pickup and Control
- Removal of Homeless Encampments
- Solid Waste Recycling Efforts
- Source Controls/Bans/Prohibitions
- Storm Drain Operation and Maintenance
- Storm Drain Signage/Marking
- Street Sweeping Activities
- Trash Removal from Receptacles
- Volunteer Creek Cleanups

| Type of Trash Load Reduction Action   | Date of First Implementation                                  | Level of Implementation (specify if level was increased after MRP adoption)  | Total Trash Load Removed by Action | Dominant Types of Trash Removed by Action   |
|---|---|--|------------------------------------|---|
| Anti-litter Campaign:<br>• SCVURPPP and BASMAA each have Ad Campaigns that address Litter<br>• C/ WVCWP- Zero Litter Initiative participation<br>• C/ WVCWP- Silicon Valley Anti-Litter Campaign (hosted by San Jose) | • See SCVURPPP Annual Report<br>• ZLI- 2008<br>• SVALC- ?2006 |  | N/A                                | Topics aim to reduce pollution (litter, pesticides) by encouraging better behavior/habits |
| Anti-litter/Dumping Enforcement Activities  | Part of municipal operations as occurs                        | As is occurs and is necessary; for NPDES purposes, an increased focus has been placed on anti-litter and dumping near and around creeks and from construction sites. |                                    |   |
| Education and Outreach Efforts:<br>• Thru SCVURPPP Watershed Watch website, ad campaign, etc  | In place  | For NPDES purposes, additional collaborative efforts have been supported- such as the Watershed  |                                    |   |

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**C.10 – Trash Load Reduction**

|  |                     |   |  |  |
|--|---------------------|---|--|--|
| <ul style="list-style-type: none"> <li>• Thru WVCWP – literature, give-aways, EnviroScape presentations, clean-up events, local newspaper articles, newsletter articles, information board in MS PO</li> </ul>   |                     | <p>Watch Campaign, MyWatershedWatch website (<a href="http://www.mywatershedwatch.org">www.mywatershedwatch.org</a>)</p> <p>Per NPDES purposes added/adding support and events for various 'take back' of POC related items (e-waste events, mercury thermometer events, clean-up events)</p> |  |  |
| County HHW Program Activities  | In place            | As is occurs and is necessary   |  |  |
| Removal of Homeless Encampment   | In place, as needed | As is occurs and is necessary   |  |  |
| <p>Solid Waste Recycling Efforts:</p> <ul style="list-style-type: none"> <li>• Curbside Recycling Program- Residential [glass, paper, plastic]</li> <li>• By Drop off: oil, batteries, e-waste</li> <li>• Improved Trash Bin Management: Solid Waste moved to single recycle bin with lid (from individual sorting bins w/ no lid)</li> <li>• Commercial Cardboard Recycling Program – voluntary (paid for service)</li> <li>• Downtown recycling receptacles</li> </ul> | In place            | As is occurs and is necessary   |  |  |
| <p>Solid Waste Recycling Efforts:</p> <ul style="list-style-type: none"> <li>• Commercial Food Composting</li> </ul>   | Begin Spring 2011   |   | <p>"Trash loads removed" were not tracked for all trash load reduction actions this fiscal year. Once the Trash Load Reduction Tracking Method is developed (see Provision C.10.a.ii), trash loads removed will be documented for each load reduction action. See the Program's FY10-11 Annual Report for schedule."</p> |  |

**FY 2010-2011 Annual Report**  
**West Valley Community: City of Monte Sereno**

**C.10 – Trash Load Reduction**

|  |  |   |  |              |
|--|--|---|--|--------------|
| Source Controls/Bans/Prohibitions <ul style="list-style-type: none"> <li>• Voluntary ban of plastic bags (Monte Sereno &amp; Saratoga)</li> <li>• Considering bag ban (West Valley Solid Waste JPA))</li> </ul>  | Not in place at this time  |   |  | Plastic Bags |
| Storm Drain Operation and Maintenance <ul style="list-style-type: none"> <li>• Inspection/Maintenance of Storm Drain Outfalls</li> <li>• Storm Drain Signage/Marking</li> </ul>  | In place – circa 1992  | SD cleaning program put into place to meet NPDES requirements; data collection/ categorization of 'trash/litter' as separate category in 2009, for meeting MRP data collection. |  |              |
| Street Sweeping Activities   | In place – circa 1994  |   |  |              |
| Trash Removal:<br>Litter Pickup and Control <ul style="list-style-type: none"> <li>• Downtown</li> <li>• Parks</li> <li>• Public Facilities: City/Town Hall, Community Center, Senior Center, Corporation Yard</li> <li>• use of Solar Belly Compactors</li> <li>• Free Trash Pickup/Dropoff Days</li> <li>• Community Garage Sales</li> </ul> | In place – part of municipal services  |   |  |              |
| Volunteer Creek Cleanups <ul style="list-style-type: none"> <li>• National River Clean Up Day</li> <li>• Great American Litter Pick-up</li> <li>• Coastal Clean-up</li> <li>• LG Volunteer Program</li> <li>• Saratoga High School creek clean up</li> </ul>   | In place –<br>circa 2003<br>circa 2003<br>circa 2003<br>circa 2003<br>circa 2009 |   |  |              |

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 11: Provision C11 Mercury Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



## Section 11 - Provision C.11 Mercury Controls

### C.11.a.i ► Mercury Recycling Efforts

List below or attach lists of efforts to promote, facilitate, and/or participate in collection and recycling of mercury containing devices and equipment at the consumer level (e.g., thermometers, thermostats, switches, bulbs).

Refer to FY 10-11 Program Annual Report for a list of mercury collection and recycling efforts conducted countywide and regionally.

Mercury collection and recycling is available throughout the year at locally sponsored events (private fundraisers), through e-waste drop-off events hosted by the solid waste contractor for West Valley Communities (WVC) and drop-off services at the contractor's facility and at Santa Clara County HHW program.

West Valley Collection & Recycling (the solid waste contractor for the West Valley Communities) provides free E-waste drop-off events on behalf of the West Valley Communities. Events are usually held at 3 different sites, each July, October and April, resulting in a total of 8 different free E-waste drop-off opportunities for residents in FY 10-11. The events are publicized via flyers mailed to residents, and on the contractor's website ([www.westvalleyrecycles.com/](http://www.westvalleyrecycles.com/)), with additional assistance from WVCWP via press releases to municipal newsletters and websites.

In addition to the E-waste events, the WV Communities, in conjunction with WVCWP, held 3 recycling events for Mercury Thermometers; 2 of the events also provided for recycling of household batteries and cell phones. Details of these events can be found in section C.7 "Public Outreach Events". Overall attendance/participation increased from last year. Extensive organizing and advertising was carried out in an effort to ensure that these were successful events. Outreach for the mercury thermometer exchange events, by WVCWP includes press releases to local weekly newspapers and to municipal newsletters. Flyers are posted in public places (such as libraries, community centers, senior center, city/town hall) and information is featured on municipal websites. Event outreach information is included in **APPENDIX C7: C7bc Advertising and Media Efforts**. Listed below are the events held in the past year; Event details and evaluations can be found in Section C.7 "Public Outreach Events".

**Pollution Prevention Fair** – 9/22/10 – Campbell Community Center

Event included opportunities for recycling: thermometers, batteries and cell phones

**Thermometer Exchange** – 11/6/10 – Saratoga Community Center

Event included opportunities for recycling: thermometers and batteries and cell phones

**Thermometer Exchange** – 4/7/11 – Los Gatos Community Center

Event focused on recycling thermometers, with a PowerPoint presentation on mercury and watershed pollution, and mercury and health

#### **E-Waste Drop-off events for residents**

7/24/10 – Los Gatos United Methodist Church, Los Gatos

7/24/10 – City of Saratoga N. Campus, Saratoga

10/9/10 – Campbell United Church of Christ, Campbell

10/30/10 – Los Gatos United Methodist Church, Los Gatos

10/30/10 – City of Saratoga N. Campus, Saratoga

4/16/11 – Los Gatos United Methodist Church, Los Gatos

4/16/11 – City of Saratoga N. Campus, Saratoga

4/23/11 – Campbell United Church of Christ, Campbell

**Municipal Facility annual recycling of 'mercury containing products' includes Fluorescent Bulbs and Batteries.**

**C.11.a.ii ► Mercury Collection**

Provide an estimate of the mass of mercury collected through these efforts, or provide a reference to a report containing this estimate.

Amount collected:

Not all mercury and PCB load reduction actions were tracked using "loads removed" methods this fiscal year. In the Program's FY 09-10 Annual Report and/or the BASMAA Regional POC Report, an initial Mercury and PCB Load Reduction Tracking Method was presented (see Provision C.11.g). Based on Water Board staff comments, a revised method will be presented in the Program's FY 10-11 Annual Report and/or the BASMAA Regional POC Report. Based on this methodology, loads removed via the collection/recycling of mercury-containing products will be documented beginning in FY 11-12.



- C.11.b ► Monitor Methylmercury**
- C.11.c ► Pilot Projects to Investigate and Abate Mercury Sources in Drainages**
- C.11.d ► Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**
- C.11.e ► Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**
- C.11.f ► Diversion of Dry Weather and First Flush Flows to POTWs**
- C.11.g ► Monitor Stormwater Mercury Pollutant Loads and Loads Reduced**
- C.11.h ► Fate and Transport Study of Mercury In Urban Runoff**
- C.11.i ► Development of a Risk Reduction Program Implemented Throughout the Region**
- C.11.j ► Develop Allocation Sharing Scheme with Caltrans**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

Summary

A summary of countywide Program and regional accomplishments for these sub-provisions are included within the C.11 Mercury Controls section of Program's FY 10-11 Annual Report and/or the BASMAA Regional POC Report.

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 12: Provision C12 PCBs Controls**

West Valley Clean Water Program



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 12 - Provision C.12 PCBs Controls

**C.12.a.i,iii ► Municipal Inspectors Training**

*(For FY 09-10 Annual Report only)* List below or attach description of results of training municipal industrial inspectors to identify, in the course of their existing inspections, PCBs or PCB-containing equipment.

Description:

In FY 09-10, inspector training materials were developed by BASMAA and provided in the FY 09-10 BASMAA Regional POC Report. A description of efforts to train municipal industrial inspectors was provided in FY 09-10 and/or Program Annual Reports.

**C.12.a.ii,iii ► Ongoing Training**

*(For FY 10-11 Annual Report and Each Annual Report Thereafter)* List below or attach description of ongoing training development and inspections for PCB identification, including documentation and referral to appropriate regulatory agencies (e.g. county health departments, Department of Toxic Substances Control, California Department of Public Health, and the Water Board) as necessary.

Description:

See the FY 10-11 Program Annual Report for a description of training provided countrywide and/or regionally.

**C.12.b ► Conduct Pilot Projects to Evaluate Managing PCB-Containing Materials and Wastes during Building Demolition and Renovation Activities**  
**C.12.c ► Pilot Projects to Investigate and Abate On-land Locations with Elevated PCB Concentrations**  
**C.12.d ► Conduct Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**  
**C.12.e ► Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**  
**C.12.f ► Diversion of Dry Weather and First Flush Flows to POTWs**  
**C.12.g ► Monitor Stormwater PCB Pollutant Loads and Loads Reduced**  
**C.12.h ► Fate and Transport Study of PCBs In Urban Runoff**  
**C.12.i ► Development of a Risk Reduction Program Implemented Throughout the Region**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

Summary

A summary of countywide Program and regional accomplishments for these sub-provisions are included within the C.12 PCB Controls section of Program's FY 10-11 Annual Report and/or the BASMAA Regional POC Report.

# **Section 13:**

## **Provision C13**

### **Copper Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





Section 13 - Provision C.13 Copper Controls

**C.13.a.i and iii ► Legal Authority: Architectural Copper**

(For FY 10-11 Annual Report only) Do you have adequate legal authority to prohibit discharge of wastewater to storm drains generated from the installation, cleaning, treating, and washing of the surface of copper architectural features, including copper roofs to storm drains?

X

Yes

No

If **No**, explain and provide schedule for obtaining authority within 1 year:

**C.13.b.i and iii ► Legal Authority: Pools, Spas, and Fountains**

(For FY10-11 Annual Report only) Do you have adequate legal authority to prohibit discharges to storm drains from pools, spas, and fountains that contain copper-based chemicals?

X

Yes

No

If **No**, explain and provide schedule for obtaining authority within 1 year:

**C.13.c ► Vehicle Brake Pads**

All West Valley Communities, through WVCWP, sent letters of support to appropriate California representatives, and to the Governor, urging passage of SB 346. SB 346 serves a legislation to address stormwater's best management practice for reducing copper, meeting TMDL waste load allocations, and achieving NPDES permit compliance requirements.

A summary of the countywide Program's participation with the Brake Pad Partnership (BPP) is included within the C.13 Copper Controls section of Program's FY 10-11 Annual Report and/or the BASMAA Regional POC Report.

**C.13.d.iii ► Industrial Sources Copper Reduction Results**

List below or attach annotated lists or tables from your Industrial and Commercial Site Controls portion of this report, that highlight copper reduction results among the facilities identified as potential users or sources of copper, facilities inspected, and BMPs addressed. For FY09-10 describe below or highlight in the C.4 Evaluation portion (if provided) of this report the steps taken to revise your program to meet new data tracking and reporting requirements for implementation levels described in C.13.d.ii.

Summary

No facilities in our city.

**C.13.e ► Studies to Reduce Copper Pollutant Impact Uncertainties**

Revised. Description reads "State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below."

Summary

A summary of the countywide Program and/or regional efforts to develop regional studies to reduce copper pollutant impact uncertainties is included within the C.13 Copper Controls section of Program's FY 10-11 Annual Report and/or BASMAA Regional POC Report.

# **Section 14:**

## **Provision C14**

# **PBDE, Legacy Pesticides and Selenium Controls**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



Section 14 - Provision C.14 PBDE, Legacy Pesticides and Selenium Controls

**C.14.a ► Control Programs for PBDEs, Legacy Pesticides and Selenium Controls**

Revised. Description reads "State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities can provide descriptions below."

Summary

A summary of SCVURPPP countywide and BASMAA regional efforts related to the Control Program for PBDEs, Legacy Pesticides and Selenium, is included in the C.14 PBDE, Legacy Pesticides and Selenium section of SCVURPPP's FY 10-11 Annual Report and/or BASMAA Regional POC Report.

FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**



# **Section 15: Provision C15 Exempted and Conditionally Exempted Discharges**



FY2010-2011 Annual Report  
West Valley Community

**This page intentionally left blank**

**West Valley Clean Water Program**





Section 15 - Provision C.15 Exempted and Conditionally Exempted Discharges

**C.15.b.iii.(1), C.15.b.iii.(2) ► Planned and Unplanned Discharges of Potable Water**

|  |                          |     |                                     |    |
|--|--------------------------|-----|-------------------------------------|----|
| Is your agency a water purveyor?   | <input type="checkbox"/> | Yes | <input checked="" type="checkbox"/> | No |
| If <b>No</b> , skip to C.15.b.vi.(2):  |                          |     |                                     |    |
| If <b>Yes</b> , Complete the attached reporting tables or attach your own table with the same information. Describe program highlights below. For FY 09-10 only, describe steps taken to revise your program to meet new monitoring, data tracking and reporting requirements. |                          |     |                                     |    |
| Summary:   |                          |     |                                     |    |

**C.15.b.vi.(2) ► Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering**

|   |
|---|
| <p>Provide implementation summaries of the required BMPs to promote measures that minimize runoff and pollutant loading from excess irrigation. Generally the categories are:</p> <ul style="list-style-type: none"> <li>• Promote conservation programs</li> <li>• Promote outreach for less toxic pest control and landscape management</li> <li>• Promote use of drought tolerant and native vegetation</li> <li>• Promote outreach messages to encourage appropriate watering/irrigation practices</li> <li>• Implement Illicit Discharge Enforcement Response Plan for ongoing, large volume landscape irrigation runoff.</li> </ul>   |
| <p>Summary:</p> <p>For county-wide outreach on less toxic pest control and appropriate irrigation practices, refer to SCVURPPP's FY10-11 Annual Report Section C7, Public Information and Outreach [reports on the Watershed Watch Campaign and the IPM Store Partnership], and Section C9 Pesticide Toxicity Control [report on the Green Gardener Training Program. The City participated in these Program outreach efforts via WVCWP, including review of outreach pieces to be published (print, radio, tv), and review of programmatic reports provided to the Program.</p> <p>The City of Monte Sereno has adopted and is implementing a Water Efficiency Ordinance.</p> <p>The City distributes materials which include info on water conservation measures/drought-tolerant landscaping to all project applicants, including "Top Ten Development Tips to Preserve Creeks" Factsheets and native plants information. Newer flyers and brochures, such as "Soak it Up" (created by WMI subgroup), which address LID friendly plantings will be added to distribution lists as they become available.</p> <p>WVCWP posted seasonal information related to gardening and water conservation on an Info Board in Monte Sereno Post Office (July 2010, Nov 2010, March 2011)</p> |

Also, promotion of 'less toxic pest control' and 'landscape management,' along with use of drought tolerant and native vegetation, is specifically addressed by WVCWP's distribution of native plant seed packets, which are also 'beneficial bug attractants'. The seed packets, attached to related literature, have proved to be an effective means of encouraging residents to take home literature as well as trial the use of basic IPM measures. The literature and attached packets of native seeds are consistently a popular take-away at Public Outreach Events (see section C.7 Public Outreach Events for details).